

LIFE

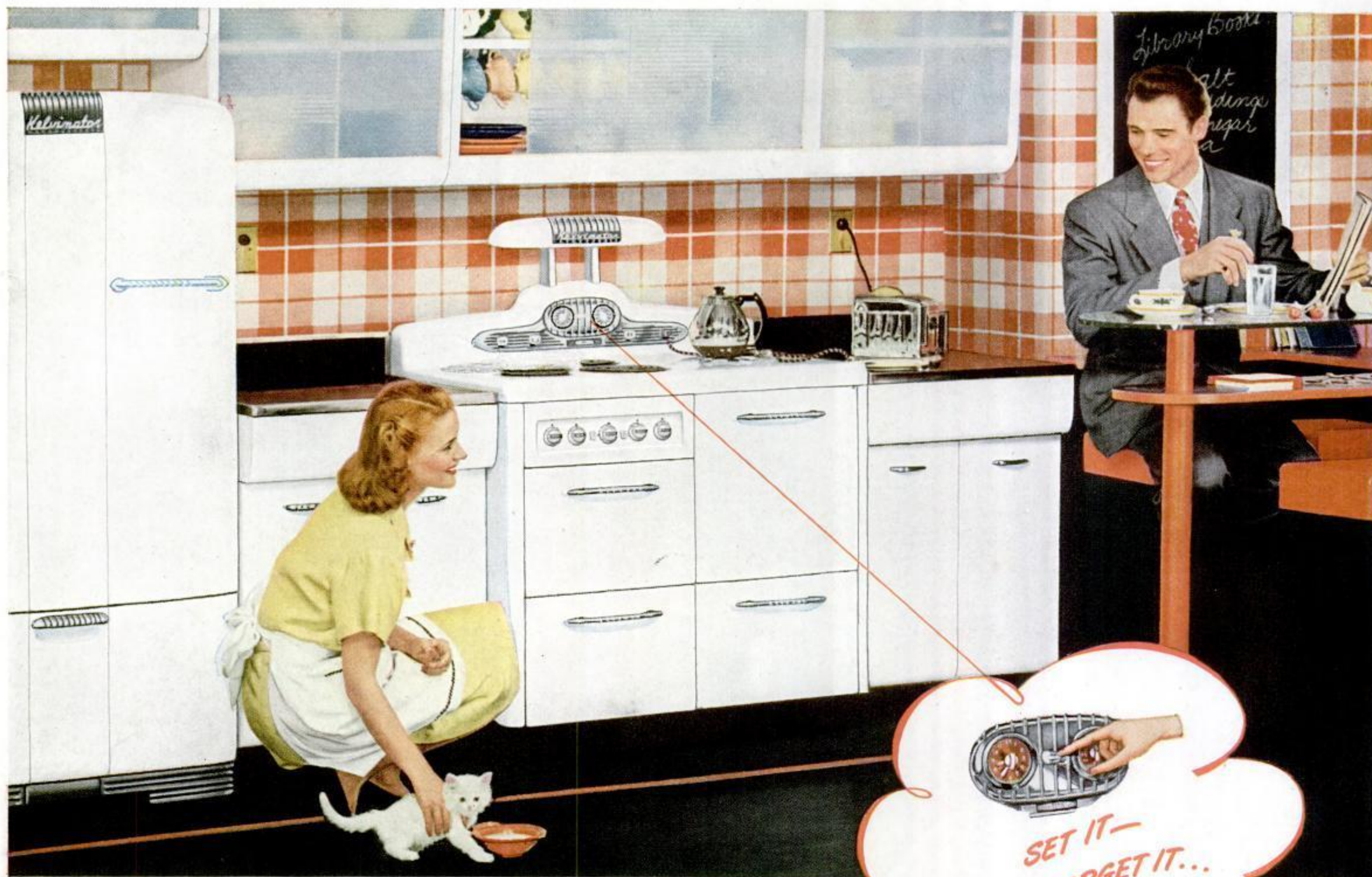


REPORT ON THE
U.S. OCCUPATION
OF GERMANY

FEBRUARY 10, 1947

15 CENTS

YEARLY SUBSCRIPTION \$5.50



the amazing new Kelvinator

"AUTOMATIC COOK" ELECTRIC RANGE.

Let the alarm clock ring. Take another luxurious snooze. Breakfast's on! And presently you'll be going down to sizzling, spicy, smoked country sausage and golden muffins.

The secret is the "Automatic Cook," the almost human control device that turns the current on in your range while you're asleep, times the cooking period required and turns the current off when breakfast's ready to serve. Gives you a choice of control over oven operations, deep-well cooking, or auxiliary electric appliance. And it's so easy to use. Just set it and forget it.

Cooks whole dinners, too, without watching. You can prepare dinner before noon, put it in the oven, set the controls, then stay out all afternoon and come home to find it ready to serve.

More free time is only one of the dividends you

enjoy. There are instant multiple heats to save minutes, accurate controls to protect the nourishing goodness in foods, radiant heat broiling, an oven that roasts without basting, economical deep-well cooking, and all the "extras" of a cool kitchen and clean pots and pans. See the new Kelvinator Automatic Cook Electric Range at your Kelvinator dealer's today.

KELVINATOR DIVISION, NASH-KELVINATOR CORP., DETROIT



**THERE'S A KELVINATOR
ELECTRIC RANGE
SPECIALLY MADE TO
FIT EVERY BUDGET!**

In addition to the "Automatic Cook" model, there are three other beautiful models, loaded with exclusive Kelvinator features!



Get the Best things First...
Get Kelvinator

HOW TO COOK DINNER THE AUTOMATIC WAY



1 First arrange a thick ham slice covered with crushed pineapple—sweet potatoes—carrots and onions in thin cream—nut loaf and apple crisp on the convenient adjustable shelves of the big two-unit broiler oven.

2 Next, set the "stop cooking" pointer of the "Automatic Cook" at 6 o'clock and the "cooking hours" pointer at 1½ hours. Set the temperature indicator at 350°. Dinner will be ready to serve on the dot at 6 o'clock.

3 There are two appliance outlets. Plug in your percolator before you sit down to eat. Set the minute timer for perking time and your coffee will be perked to perfection when you're ready for the dessert course.

4 This is the warming-oven drawer. If dinner should be delayed, an automatically controlled heating unit keeps plates, food properly warm until time to serve. Plenty of room for everything. Warms rolls, too.

5 This is the money-saving built-in Scotch kettle. Completely equipped for stewing, steaming, warming, baking, deep-fat frying. May be controlled by "Automatic Cook." Even sterilizes baby's bottles.

More miles with
B.F. Goodrich
FIRST IN RUBBER

TYPICAL EXAMPLE: THE B. F. GOODRICH TIRE THAT OUTWEARS PREWAR TIRES

NOBODY even knows just how far a tire can go without being worn out. It depends on too many things. Shown above is one of the new B. F. Goodrich tires—the tires that outwear prewar tires. It had been shifted from wheel to wheel, and the wheels were *balanced*.

When this tire was first put on a car owned by Howard E. Reeder, general manager of Funk Bros. Seed Co., Bloomington, Ill., the speedometer read 33,001 miles. When the photo was taken it read 93,802. The tire had traveled 60,801 miles and still wasn't quite smooth.

"As scarce as tires have been," said Mr. Reeder,

"we would probably have been driving on bare rims if it had not been for such exceptionally good service from B. F. Goodrich tires."

A full report on this tire and the *other* B. F. Goodrich tires on Mr. Reeder's car was made, along with these pictures, by photographer Kenneth H. Berglund of Bloomington, Ill. A copy will be sent on request to any reader of this magazine. Just address Advertising Department L, The B. F. Goodrich Company, Akron, Ohio.

Wheel balance is one of the things that keep tires wearing *evenly*. Any B. F. Goodrich dealer can tell you about it.

Most people who need tires can now get this tire that outwears prewar tires! Some sizes are still scarce, of course, but some dealers have a fair variety right in stock. Talk to your B. F. Goodrich dealer. You may not have to wait at all. If you do, the chances are he'll find some way to keep you rolling until the new tires come in. *The B. F. Goodrich Company, Akron, Ohio.*

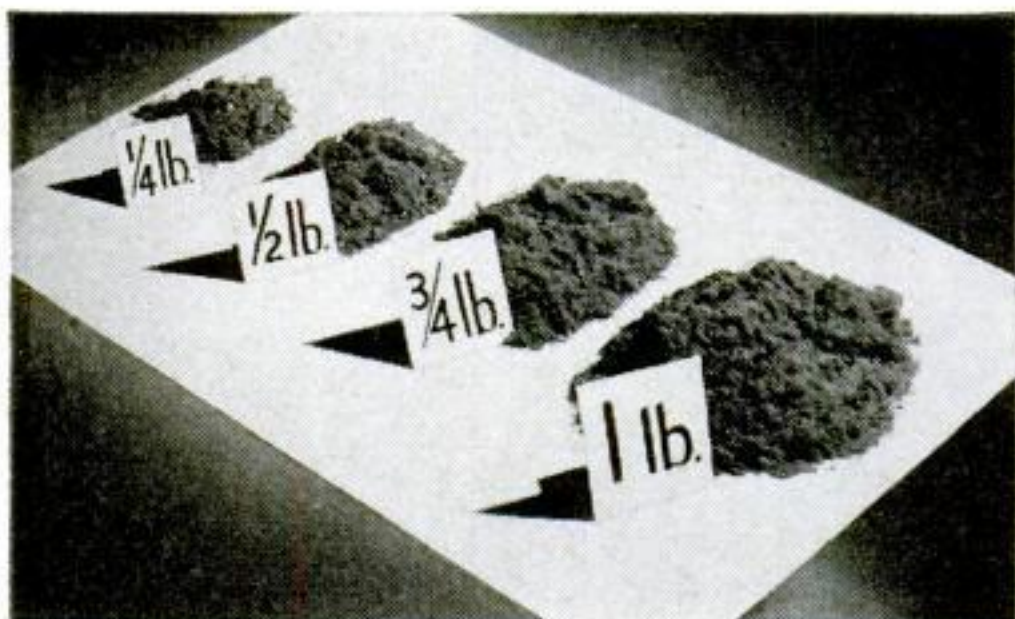
B.F. Goodrich
FIRST IN RUBBER

This One



2TZB-PQ0-J4PS

A WHIZ OF A QUIZ ON NEW POSTWAR VACUUM CLEANERS!



1. How much dirt can a good postwar vacuum cleaner pick up in 93 seconds?

- (a) $\frac{1}{4}$ pound (c) $\frac{3}{4}$ pound
(b) $\frac{1}{2}$ pound (d) 1 pound

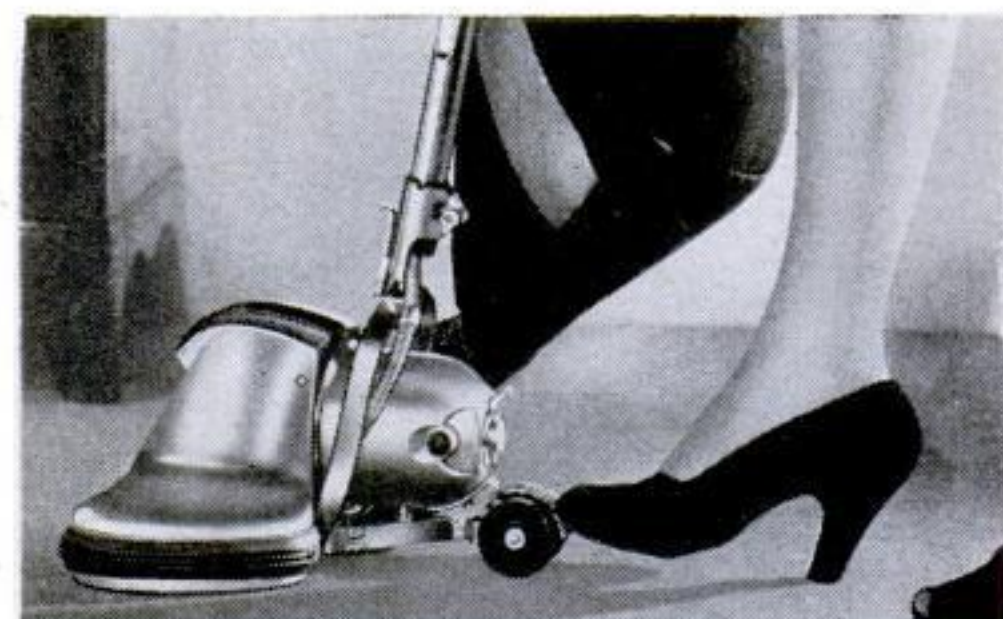
One whole pound—that's the astounding efficiency of the De Luxe General Electric Cleaner! Its *fully tufted* brush combs and sweeps—coaxes out stubborn dirt quickly and easily.



2. Which of the following features is most important in making an upright cleaner easy to handle?

- (a) location of bag (c) light weight
(b) size of brush (d) adjustable handle position

Light weight. And General Electric is the *lightest of all top-selling cleaners!* Added conveniences: bag at one side, out of the way—handle can be lowered for under-furniture clearance.



3. What is the meaning of "rug seal"?

- (a) a stamp of approval (b) cushioned pad under rug
(c) adjustment of cleaner nozzle to fit different naps
(d) imbedded dirt

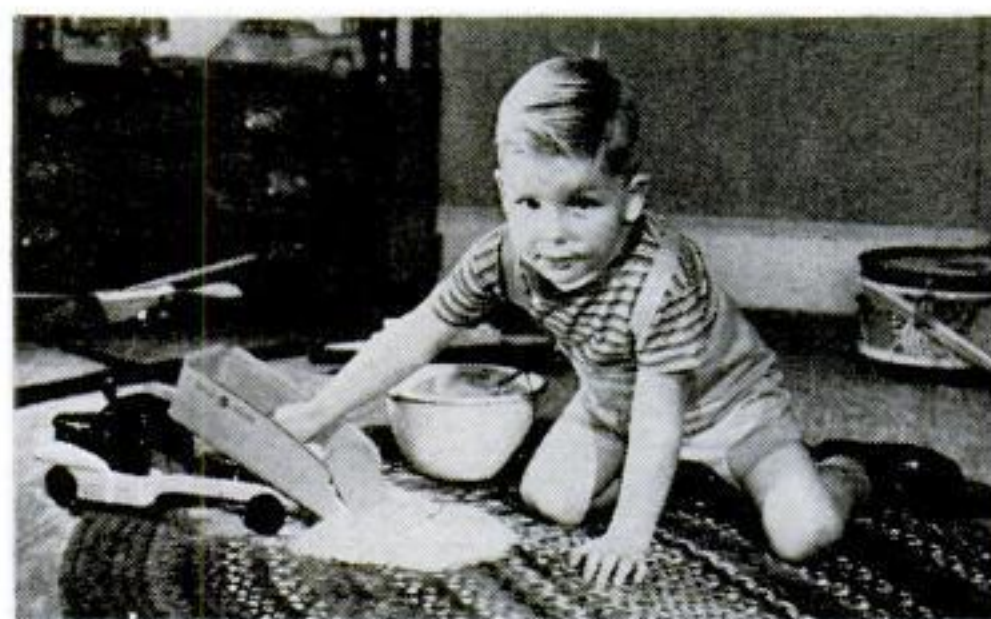
(c) is correct. With General Electric, a touch of the toe raises or lowers nozzle for perfect contact on *any* thickness of nap. This *exclusive toe-tip regulator* assures maximum dirt-getting suction.



4. How often should a vacuum cleaner bag be emptied?

- (a) once a day (c) once a month
(b) once a week (d) once a year

At least once a week—oftener if used a lot. It's no trouble at all with a General Electric! Bag has *wide-opening accordion top*. Dirt trap prevents spilling. No fuss—no mess.



5. Some machines have two cleaning speeds: high and low. When is low speed of particular advantage?

- (a) on thick rugs (c) for light, daily pickups
(b) on scatter rugs (d) for big, weekly cleaning

It's a blessing for (b) and (c)! Gentle, efficient, slow speed permits easy cleaning of scatter rugs. De Luxe General Electric is *one of the few two-speed cleaners*. Motor never needs oiling.



6. What should you do to prevent radio static when you are vacuuming?

- (a) turn off radio (c) use outlet in next room
(b) keep cleaner ten feet from radio (d) nothing

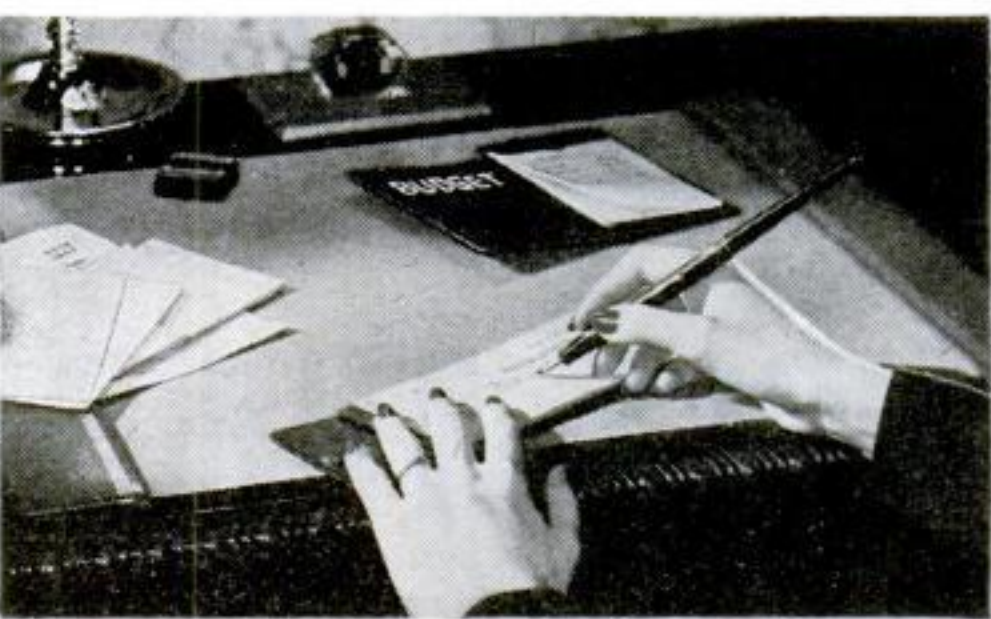
With a General Electric, you don't have to do a thing! Condenser built into cleaner *automatically prevents static*. Other extras: spotlight, bumper, unbreakable plug, kinkless cord.



7. There are two major types of vacuum cleaners. One is the upright. What is the other?

- (a) tank-type cleaner (c) hand cleaner
(b) motor-driven brush cleaner (d) carpet sweeper

Tank-type—with attachments for *floor-to-ceiling use*. General Electric "Airflo" has smooth-gliding skids, toe-tip switch, exclusive bag. Cleans walls, upholstery, furniture, draperies, radiators, etc.



8. How much do you have to pay to get a top-quality vacuum cleaner today?

- (a) less than \$70 (c) \$80-\$90
(b) \$70-\$80 (d) \$100 or more

Less than \$70 for as fine a cleaner as money can buy—the De Luxe General Electric! Other models as low as \$49.95. See them at your retailer's today. Complete service always available.



9. What is the smartest way to choose a new cleaner?

- (a) buy the first one you see (b) ask a salesman to decide
(c) compare all leading makes, then choose the best (d) buy the same make you own

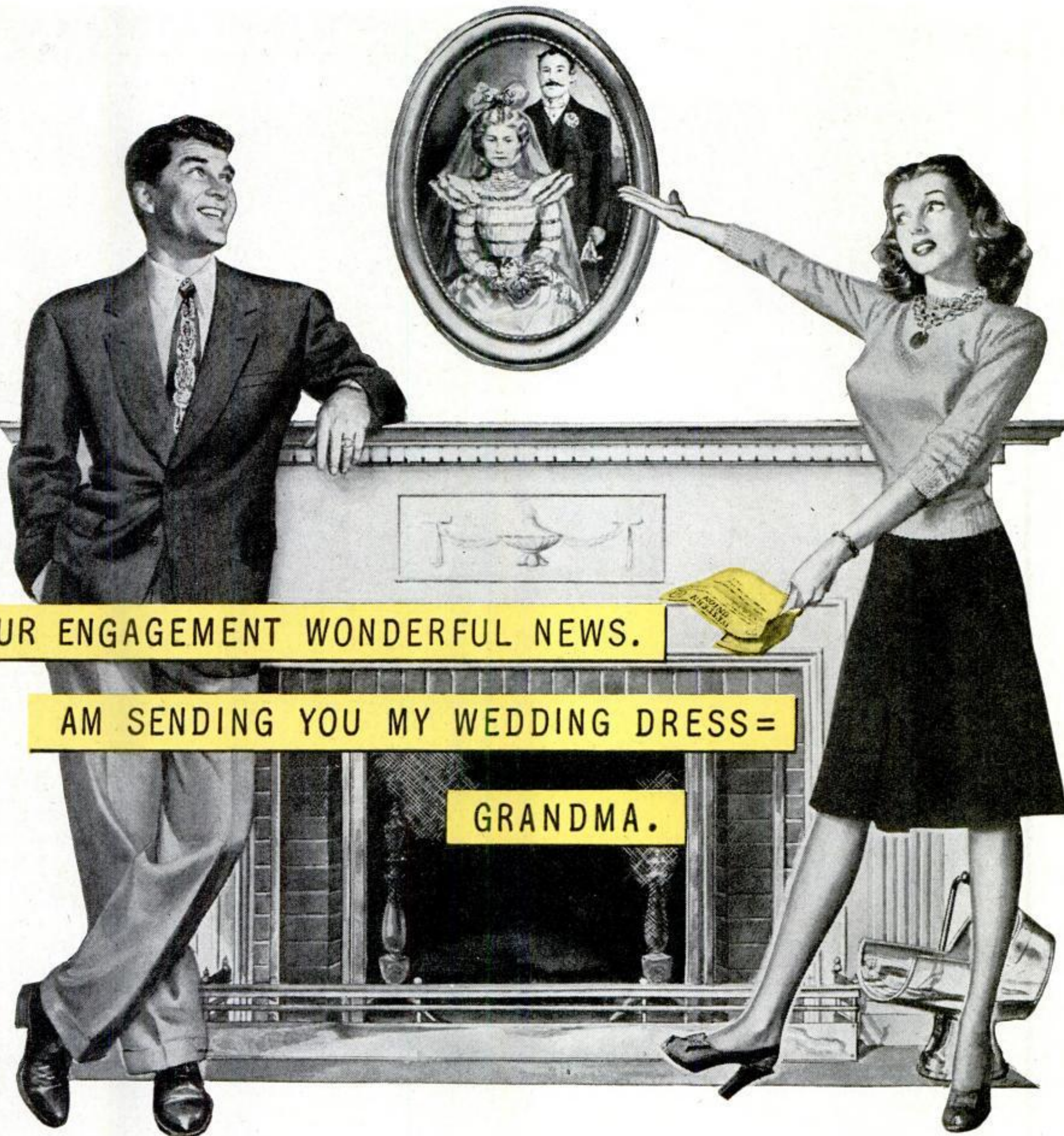
Compare before you choose! After seeing all leading makes, you'll know by your own observation that General Electric is your best buy! General Electric Company, Bridgeport 2, Conn.



VACUUM CLEANERS

Approved by Underwriters' Laboratories, Inc.

GENERAL ELECTRIC



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AM SENDING YOU MY WEDDING DRESS=

GRANDMA.

Anybody's engagement today?

Any birthday, anniversary or wedding you've forgotten?

Anyone you want to remember in a specially thoughtful way on Valentine's Day?

THEN SEND A TELEGRAM... it's always warmly welcomed because it says, in a special way: "I'm thinking of you today."

And you can either write your own message or send any of the suggested greetings you'll find in the handy little leaflets that are yours for the asking at any Western Union telegraph office.

In business, too, a telegram is something "special." Businessmen have always known it says: "I'm important, open me *first*."

Yes, a telegram can mean so much. Surprisingly easy to send, too. Just drop into the nearest Western Union office or telephone Western Union from home or from any phone booth. Telegrams from home can be charged to your phone... booth calls can be paid for through the regular coin slots. Use Western Union for every "keep-in-touch" purpose.



Look what's coming! To speed your telegrams even faster, new radio towers are replacing poles and wires; can send and receive 2048 telegrams simultaneously on a single Radio Beam! Another dramatic milestone in the never-ending advance of telegraph service.

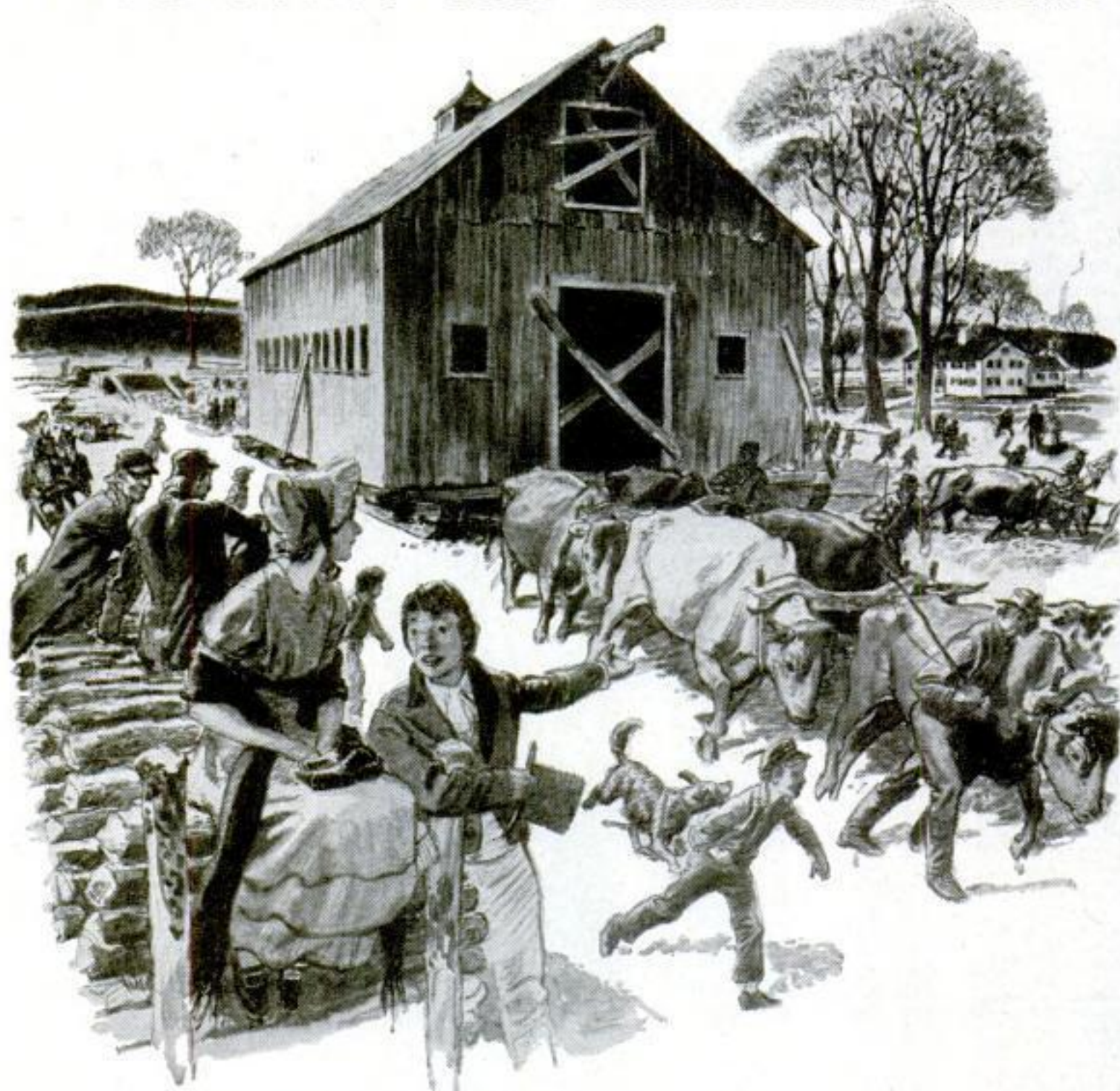
"Isn't there someone who would like to hear from you today?"



**WESTERN UNION
TELEGRAM**

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21 HARTE ST BALDWIN NY=

"PROTECTING THE AMERICAN HOME"



A "DRAWING BEE" was in order whenever an early Vermonter wanted to move his house or barn. Thirty yoke of oxen was a common sight as farmers for miles around came to lend their aid. When the job was done, the grateful mover spread a bounteous repast for his neighbors.

All set for the long pull!

In early Vermont days, a man facing some big undertaking called upon his friends. Whether it was a barn to be moved or a crop to be gotten in for a sick neighbor, the community turned to with a will. Today, the same spirit of common helpfulness and friendly co-operation lives on in such institutions as The National Life Insurance Company. A truly mutual company, National Life is wholly owned by its policyholders and managed solely for their benefit. All money received, over and above the cost of doing business and maintaining adequate reserves and surplus, is returned to the policyholders in annual dividends, thereby reducing appreciably the cost of their insurance. *This year's dividends are being paid on the same liberal scale in effect for the past several years.*

National Life, of course, offers all standard forms of life insurance, each policy backed by a 97-year reputation for strength and dependability. One of our most popular contracts is the *Family Income Plan*. Our policyholders like the way it assures extra income protection for the years in which their youngsters are growing up, as well as a life income for their wives. The *Family Income Plan* also provides a retirement income for the father, in the event that all goes well. Let us tell you more about it. . . use the coupon below.

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Without obligation, please send me your new booklet, showing how I can give my family 3-way protection for the future.

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LETTERS TO THE EDITORS

FRENCH LOVER

Sirs:

You don't expect us American husbands to take you seriously about that pantywaist Frenchman, shown in *LIFE*, Jan 20, demonstrating how to make love! If I picked up my wife's hair and yanked on it the way he's supposed to be "stroking" it, she would probably knock my teeth down my throat. I could sing her little French ditties before dinner, but there's a guy named Frankie who sings a little better than I, and I don't mind his getting her dreamy-eyed as long as I'm there to take over. . . .

JAMES SCHWENKE
Red-blooded American
College Station, Texas

Sirs:

You, my dear Miss Aleen Rylee, appear to be such a charming, intelligent Powers model that I shed bitter tears at the incredible thought that you may have been taken in by the methods M. Marsan employs in making with the technique *d'amour*. . . .

No, Aleen, don't let this perfume dispenser take you in. While it is doubtless true that M. Marsan and his associated coterie of French lovers have made a far more thorough study of the female anatomy than we poor, practical Americans, it is odd on that after a few months of such wooing by the numbers you would stop him in mid-routine and mutter, not too gently, "C'mon, brother, let's get on with it!"

Be a good kid, Aleen. Let Claude contribute to the welfare of the U.S. by selling Oh! at \$24 the ounce. As for you—find yourself a brutal American who doesn't even realize you have a hand, neck or chin.

LIEUT. LEE J. FISHKIN

Decatur, Ill.

Sirs:

. . . This is the kind of guy who is fine for a honeymoon, but after that his wife catches him in too many wolf glances at the waitresses. . . . This is the roving-bee type who sips at one flower and another or I'll eat my wedding certificate. Any guy with a bobby-sox lid like that thing he is wearing would have to be propped up in the office to do a good day's work.

W. PORTER WARE

Sewanee, Tenn.

Sirs:

As one who has had occasion to observe the French husband and the American husband at close range, I'd like to add a few remarks to M. Marsan's clever exposé.

The accompanying sketches, complete with English subtitles, are an attempt to demonstrate the happy lot of



HE SINGS GAY GALLIC DITTIES WHILE SHE DOES HER CHORES



SHE ASKS FOR MONEY TO BUY SHOES. HE ADMIRES HER NEW LIPSTICK.

the French wife who's apt to get from Pierre little money, less help and no independence—all served with a overdose of professional charm.

MICHAEL BERRY

New York, N.Y.

Sirs:

M. Marsan certainly is not familiar with the technique in Arkansas. . . .

MRS. J. R. GATHINGS

Luxora, Ark.

Sirs:

A suede glove to the face, and my card, M. Marsan! Shall we say squirt guns of Chanel No. 5 at 10 balletpaces come rosy-fingered dawn?

JOHN S. LIVERMORE

Rochester, N.Y.

Sirs:

Read your story upon *LIFE*'s arrival Friday afternoon. Had a date Friday night. Thanks.

RALPH H. M. WINKLER

Columbus, Ohio

SCULPTOR HENRY MOORE

Sirs:

May I send a word of congratulation on *LIFE*'s Jan. 20 article on the sculpture of England's foremost modern artist, Henry Moore? Your magazine has done a great service in bringing to the attention of your wide public the work of so outstanding a living artist—surely one of the half-dozen finest sculptors of our time. *LIFE*'s article is especially important now when Moore's work is being shown in a large retrospective exhibition in several leading American museums.

It seems a pity that this valuable article should have been followed by a kindly, tolerant but on the whole rather damaging piece, "Artist vs. Public." For one of Moore's many distinctions, I think, is that he is able to describe his own aims with rare clarity and eloquence. I know that a number of ordinary citizens visiting his recent exhibition at the Museum of Modern Art were particularly impressed by Moore's simple and coherent words of self-explanation.

JAMES THRALL SOBY

Farmington, Conn.

Sirs:

. . . Henry Moore is a great artist and is trying neither to defy, antagonize nor insult the public. His work is simple and honest in its abstract form and has more meaning for ordinary people than the classic Greeks ever could. . . .

HELEN KAPLOWITZ

New York, N.Y.

CONTINUED ON PAGE 6

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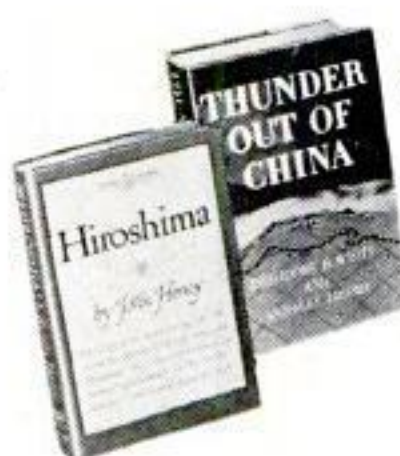
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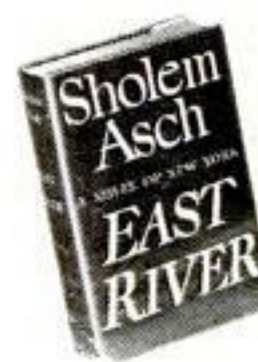
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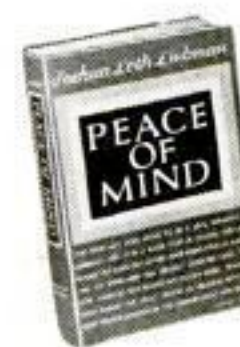
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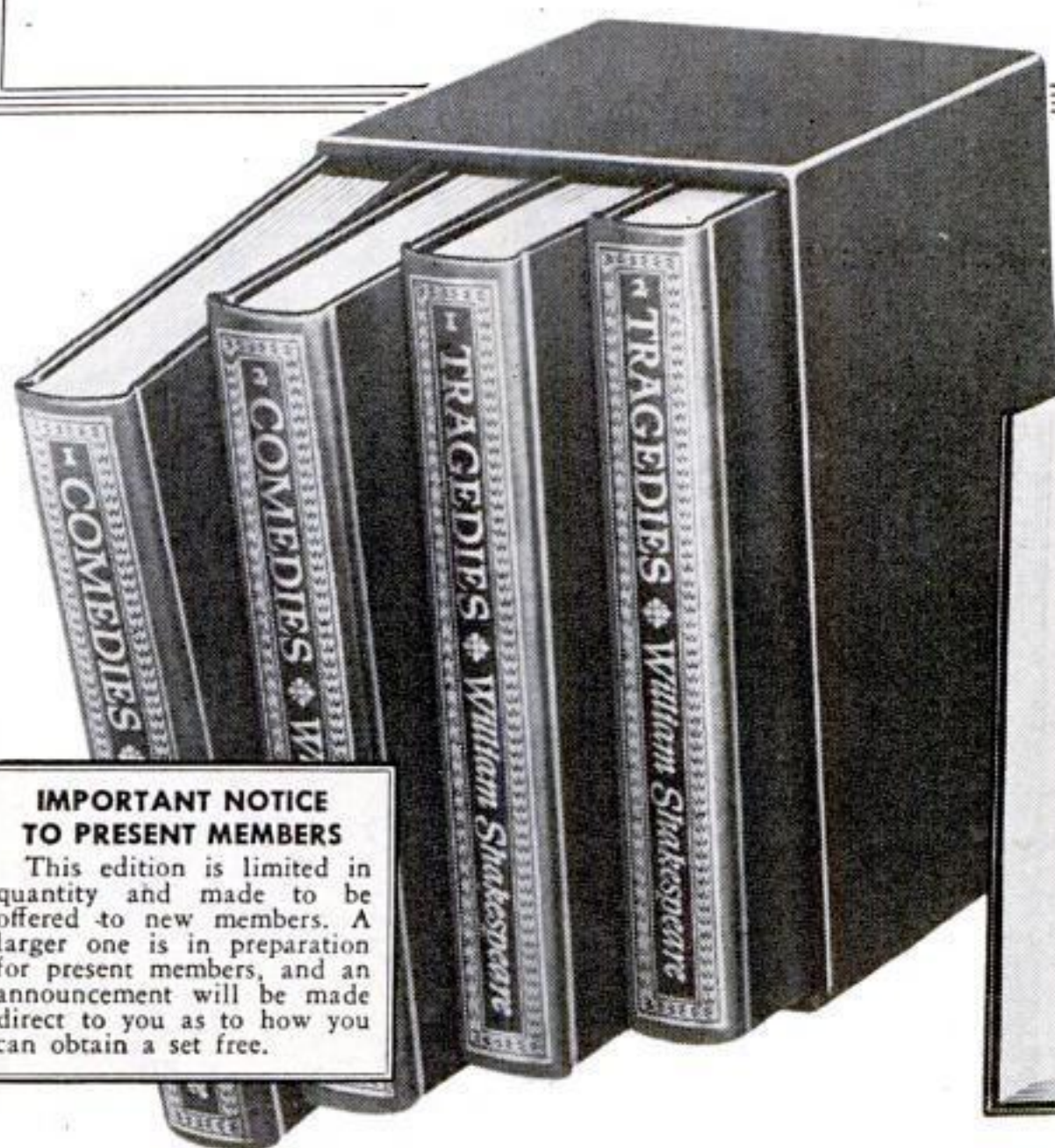
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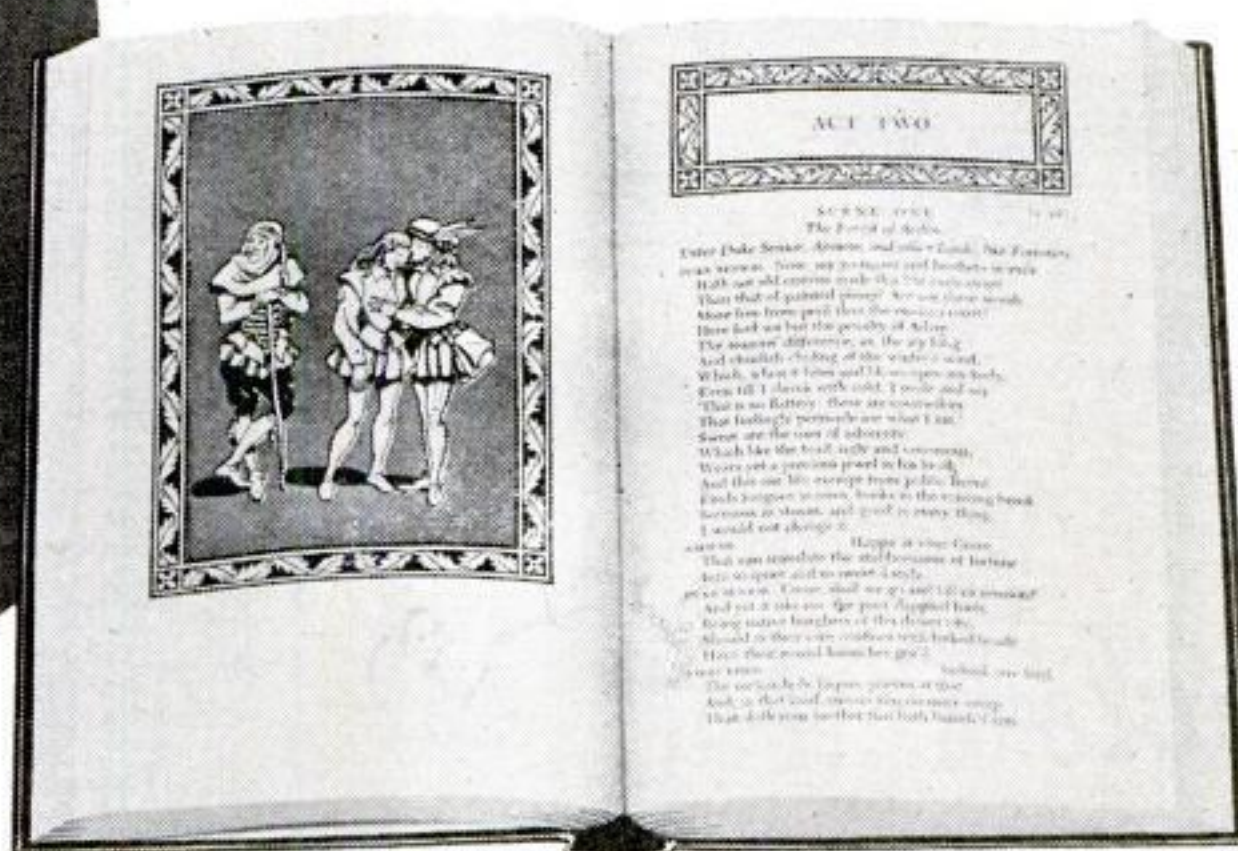
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*Illustrated by Fritz Kredel
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THE one indispensable in every home library is, of course, Shakespeare. In this four-volume Library Set you will find, handsomely presented, every Comedy and Tragedy he wrote and which every literate person loves and wants to reread in moments of leisure.

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This edition is limited in quantity and made to be offered to new members. A larger one is in preparation for present members, and an announcement will be made direct to you as to how you can obtain a set free.

You buy many books-of-the-month ANYWAY—why not get them from the Club, PAY LESS, and share in the Club's book-dividends

YOU do not pay any yearly subscription fee as a member of the Book-of-the-Month Club. You simply pay for the particular books you decide to take, and you may take as few as four books-of-the-month in any twelve-month period. The Club's judges are sure to choose at least four books each year you will be anxious not to miss reading.

Since the books you take from the Club are only those you would buy anyway, the saving is extraordinary. The amount you pay for the book-of-the-month is the regular retail price—frequently less. (A small charge is added to cover postage and other mailing expenses.) Yet with every second book-of-the-month you take, you receive—free—one of the Club's book-dividends. These are beautiful library volumes, sometimes two-or-three volume sets, sometimes highly popular best-sellers. Last year, the retail

value of the free books Club members received was in excess of \$10,500,000—these were given, not sold!

This is how the system works: you receive a careful pre-publication report about each book-of-the-month, and at the same time reports about all other important new books. Whenever you decide you want the book-of-the-month, you let it come. If not, you may either specify any other book you want, or simply write, "Send me nothing next month."

Thus, you keep yourself well-informed about all the new books, you get only those you want, you often pay less for them, and—on top of that—on the average you get at least 50% more books for the money you spend than you otherwise would. (Prices are slightly higher in Canada.)

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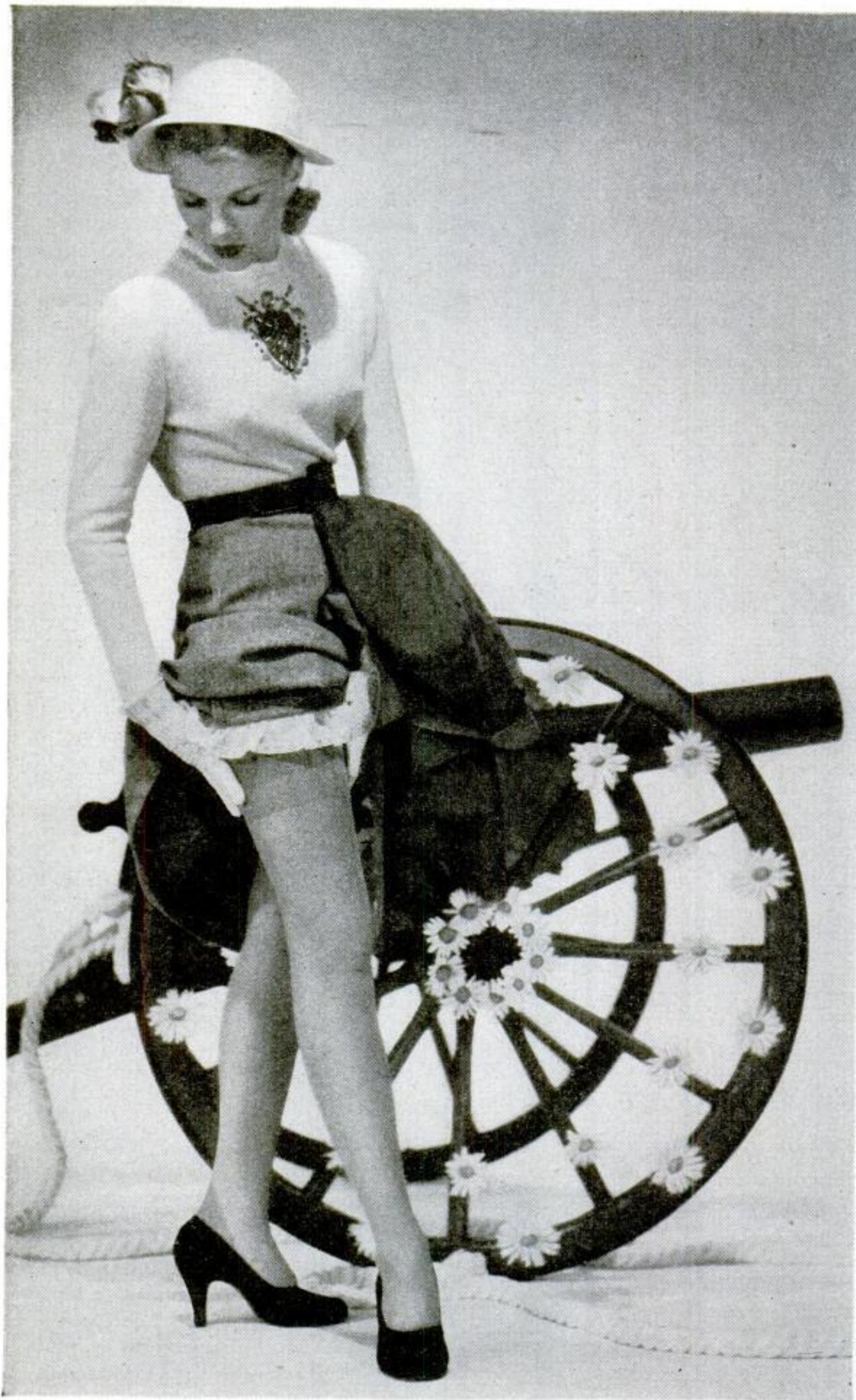
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WANT NYLONS that do *most* for your legs? Then wear *Cannon* Nylon Stockings...made by beauty-wise Cannon Mills. You'll bless the flattering mistiness of them... the long life of them, too. *Machine-tested* to guard against flaws... then *sealed*, for protection, in a colorful Cannon Handy Pack. Quantities are still limited, of course—but ask for full-fashioned Cannon Nylons at your favorite store.



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CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets

LETTERS TO THE EDITORS

—CONTINUED—

Sirs:

I agree with Artist Moore—the hole in his sculpture is very important. The whole trouble is that there is too much sculpture and not enough hole. If it were all hole it would certainly be much more pleasing to the eye!

H. WENTLING

Ridgefield Park, N.J.

Sirs:

Mr. Moore should see if there aren't some holes in his head.

JAMES BRADLY

Wauwatosa, Wis.

\$10,000 FOR DRESSES

Sirs:

I see that Mrs. Howard Hawks has been voted the best-dressed woman of America for 1946 (LIFE, Jan. 20). Is there any doubt in anyone's mind that with a \$10,000-a-year clothes allowance one could be well-dressed?

I give no woman to whom money is no object credit for being stunningly clothed. Rather do I give this credit to one who must first give careful thought to the amount of money she can spend on her clothes and who then comes forth beautifully dressed. This takes intelligence and a knowledge of clothes—yet it is being done by millions of women in the so-called middle class. . . .

EUDORA A. ROSE

Cleveland, Ohio

Sirs:

If Mrs. Hawks doesn't wear one of her 20 nightgowns to bed, what does she wear?

LOU BICKEL

Delafield, Wis.

● Nothing.—ED.

Sirs:

Doesn't Slim possess even one chapeau?

EVA GARAPICH

Gary, Ind.

● She has 18 but never wears them.—ED.

Sirs:

... What, no stockings?

MRS. HARRY ANDERSON

Valparaiso, Ind.

● She has 18 pairs of nylons and 38 pairs of socks.—ED.

ARGENTINE BEEF

Sirs:

Re Argentina as a possible source of beef supply and your most misleading editorial of Oct. 14... if your magazine is interested in accuracy and can be classed as rendering public service may I suggest you immediately get on the ball concerning the present outbreak of foot-and-mouth disease in Mexico as a potential threat to our domestic meat supply. Such coverage would bring to light the truth concerning foot-and-mouth threats from Argentina and would correct to some extent the unfairness of your October editorial.

WILLIAM B. WRIGHT
President

American National Livestock
Association
Deeth, Nev.

● LIFE's Oct. 14 editorial, published during the meat shortage, attacked the selfishly protectionist motives behind the U.S. embargo on all

CONTINUED ON PAGE 8

A.M. DELIGHT- WITH A SWELL P.S.*!



*SUNSWEEET HELPS
KEEP YOU
REGULAR, TOO!

SUNSWEEET PRUNE JUICE



Prepared and distributed by the
makers of Mott's Fine Fruit Products



Next shirt, old friend,
look for the "Sanforized" label →

The "Sanforized" label on cottons means "this fabric cannot shrink over an insignificant 1%." Always look for the "Sanforized" label when you buy washable shirts, shorts, pajamas, work clothes, slacks! (Ladies: Look for it on women's and children's wear, too.)



"Sanforized"...the checked standard of shrinkage. The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owners of the trade-mark, to insure maintenance of its established standard by users of the mark. Cluett, Peabody & Co., Inc.

What other coffee ever gave you all this?



1. More delicious—or your money back!

We could write you a book about that heavenly Borden flavor! But it's quicker like this: If you don't like Borden's better than any coffee you ever tasted—ground or instant—we'll give you your money back!*



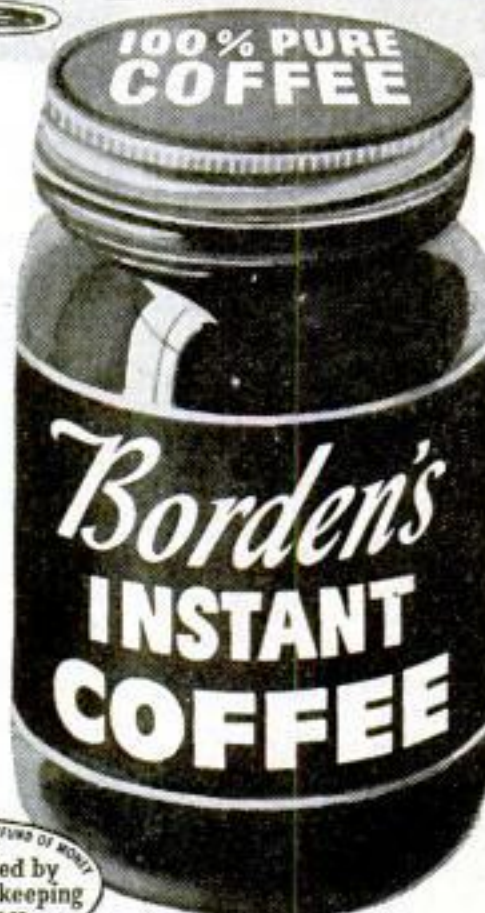
2. Magic convenience—No pot, no grounds!

If cups of coffee grew on trees, they couldn't be quicker. Just drop $\frac{1}{2}$ to $\frac{3}{4}$ of a level teaspoonful in a cup, add hot water. No pot. No wait. No grounds. No waste. That's why Borden's is perfect for breakfast.



3. And, half again as many cups!

Most users tell us they get *half again* as many cups from a regular jar of Borden's as are usually obtained from a pound of ground coffee. You see, Borden's isn't *half* coffee. It's *all* coffee—no dextrins, dextrose, or maltose added. That's why it's so economical!



© THE BORDEN CO.

LETTERS TO THE EDITORS

CONTINUED

Argentine fresh meat. Further research, together with the recent outbreak of foot-and-mouth disease in Mexico, indicate that there is more to be said for the protectionist side of this controversy than LIFE's editors then realized.

Mexico last May relaxed its own restrictions on suspect cattle just far enough to let in 320 Brazilian zebu bulls after long quarantine and inspection. The U.S. objected and banned all imports of Mexican cattle for a while but later (Oct. 19) relented. Two months later the dread disease struck; the Mexicans may have to kill a million head of cattle to get rid of it. U.S. and Texas authorities are hurriedly tracing all the cattle that crossed the border into Texas before our ban was re-imposed. There has not been a case of foot and mouth in the U.S. since 1929, and cattlemen don't want one.

In Argentina the disease is widespread, but sanitary regulations are so inadequate that nobody knows which herds and regions are dangerous and which (if any) are not. The Argentines have no motive for being careful; they can sell all the meat they want to England, which puts up with repeated outbreaks of the disease. Our Department of State wants more flexibility in the U.S. embargo, for if the Argentines had any chance at the U.S. market, they might undertake some necessary preventive work. A new Swiss vaccine gives promise that the disease could be eradicated from Argentina if anybody cared. The protectionist origins of our embargo have convinced the Argentines that even if their meat were harmless we would find some other excuse to keep it out. But until more scientific and preventive work is done, an absolute embargo is the only sure protection for U.S. herds. So it looks as though the ball is in Argentina's court.—ED.

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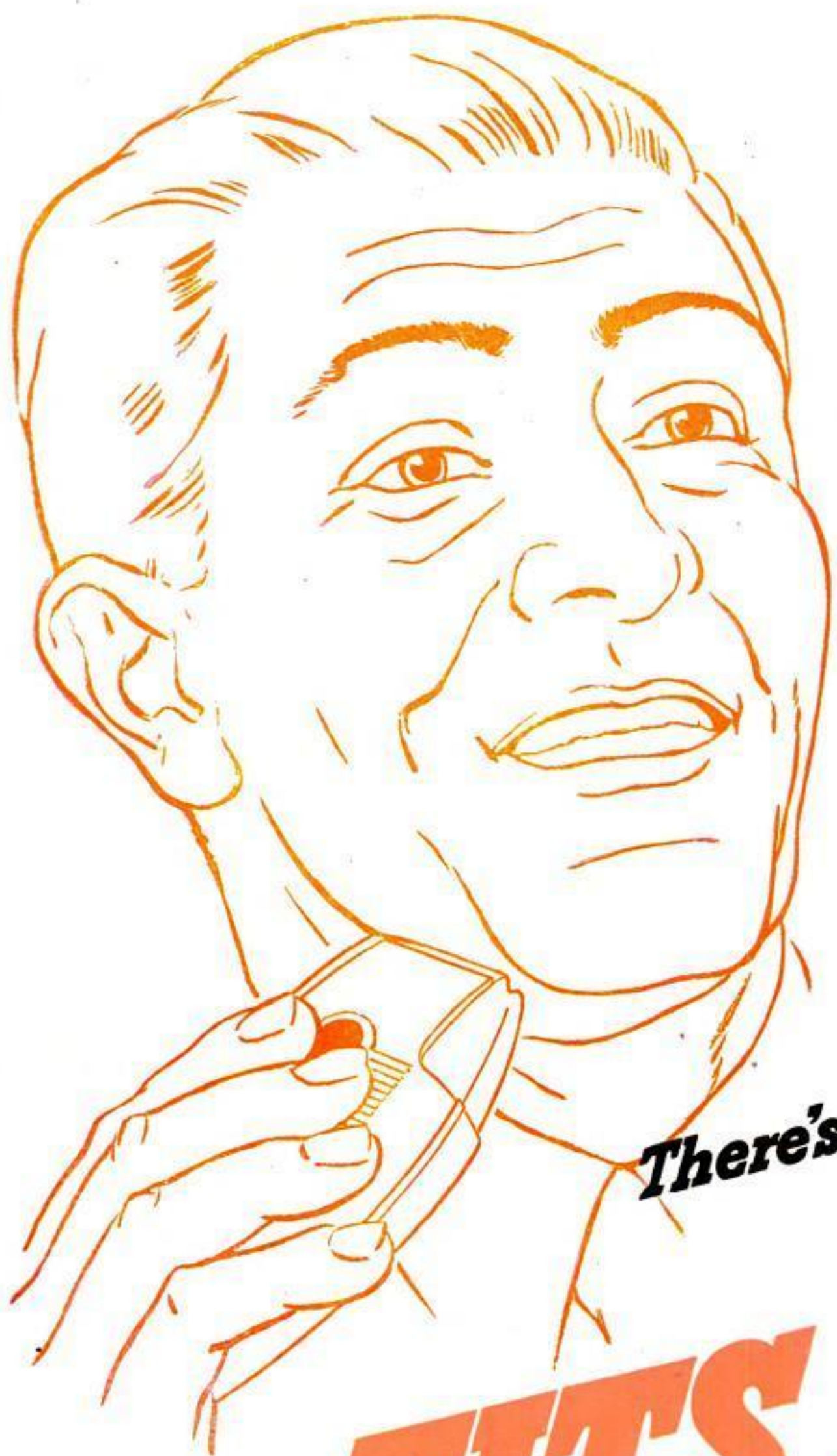
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MAN'S HEADSTRAP DISTRIBUTES WEIGHT OF HIS BURDEN OVER ALL BACK MUSCLES



YOUNG BOY IS ALMOST BURIED BY LOAD OF CORNSTALKS FOR CATTLE FEED



POORLY GARBED PEON CARRIES LOAD OF CUT WOOD, A RARE COMMODITY IN MEXICO


SPEAKING OF PICTURES...

. . . MEXICANS DOGTROT 50 MILES CARRYING HUGE BURDENS

Mexican Indians who are too poor to own a burro still must, like their Aztec ancestors, act as their own beasts of burden. The burden-bearers shown on these pages are on their way to Toluca, a market

town near Mexico City. Using rope nets attached to headbands (*see above*), the peons are able to carry as much as 300 pounds for 50 miles. All the way they use a quick "coyote step" which is so rhythmic that

they cannot stop to talk because it would break the tempo. On the way back home from market they often put stones in their empty packs because the coyote step can be accomplished only under a heavy load.



WEARING A BRIGHTLY PATTERNED SERAPE,
MEXICAN CARRIES 24 CHAIRS TO MARKET

But He Cuts No Ice With Her!



WELL! SEEMS YOUR
SISTER DOESN'T GO
FOR MY ACT—OR
FOR ME! HOW COME,
CHUM? WHAT'S
HER REASON?

SIS THINKS BAD
BREATH IS A DARN GOOD
REASON, PAL! SO, IF
YOU'RE INTERESTED
IN HER, BETTER
HEAD FOR YOUR
DENTIST'S, DICK!

TO COMBAT BAD BREATH, I RECOMMEND
COLGATE DENTAL CREAM! FOR SCIENTIFIC
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FOOD PARTICLES—STOP STAGNANT
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OF MUCH BAD BREATH

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DID THE TRICK!
NOW DICK LOVES SIS
— AND SIS LOVES DICK!

**COLGATE
DENTAL CREAM**
Cleans Your Breath
While It Cleans
Your Teeth!



SPEAKING OF PICTURES

CONTINUED



TOLUCA MARKET swarms with traders every Friday. Like many others, it is a survivor of pre-Conquest days when barter substituted for currency.



REED BASKETS are important Toluca market commodity. Indians gather reeds from river, dry them, weave the baskets and dye them in bright colors.



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Tests Showed This Result:

The two brushes were rubbed across the forearm until the scratching effect of the *unrounded* bristle resulted in an actual rupturing of the skin surface. In *no case*, when such a rupture occurred, was there any break in the skin under the *round-end* Prolon bristle.

Of course, this test was made on the arm—not on the gums. Yet we believe it demonstrates an important refinement in tooth brush design. Many authorities say that, with your dentist's advice, you should use your tooth brush to *massage your gums* as well as to *clean your teeth*. Pro-phy-lac-tic Prolon round-end bristle is *designed* for massage . . . to permit healthful, *gentle* gum stimulation.

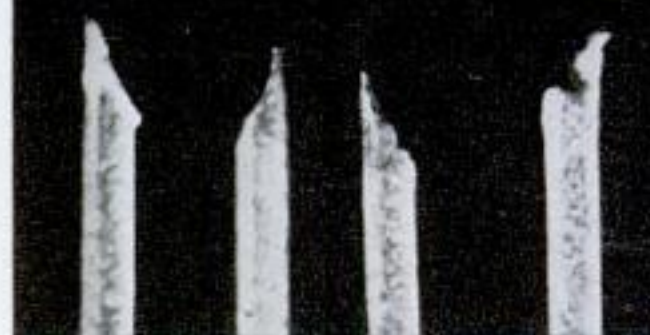
Designed to be Gentler

In these days of widespread gum disorders, it's just good common sense to follow your dentist's advice about massage . . . and to use a tooth brush especially designed to be gentler to your gums.

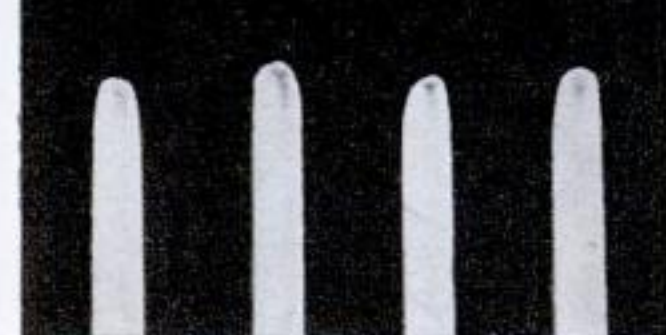
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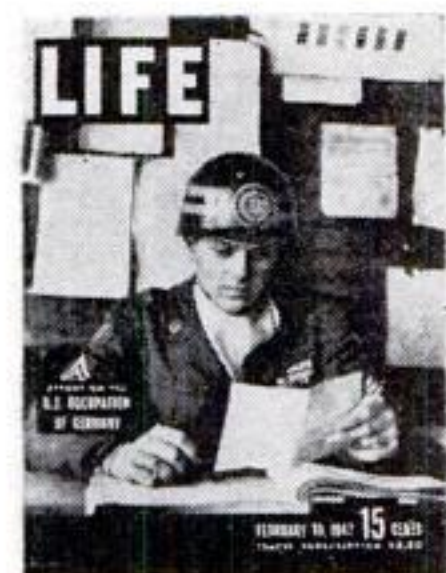
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LIFE'S COVER

The staff sergeant on LIFE's cover is Everett M. Bennett, 19, of Spencer, Va. An infantryman who arrived in Germany just after V-E Day, he has been in the occupation army ever since. At the time this photograph was made he was on an 18-day tour of duty in a lonely hut at Post 17 near Berlin, on the border between the U.S. and Russian zones. Normally only 20 vehicles a day and perhaps a dozen people on foot cross the border at this point. Here Sergeant Bennett checks the travel pass of the German woman shown hitchhiking in LIFE's report on occupied Germany (pp. 85-102).

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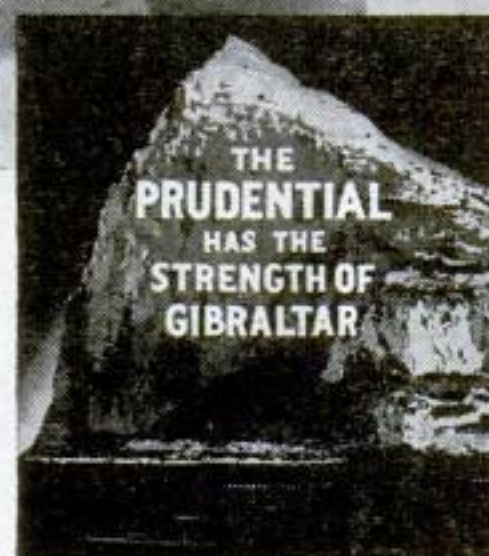
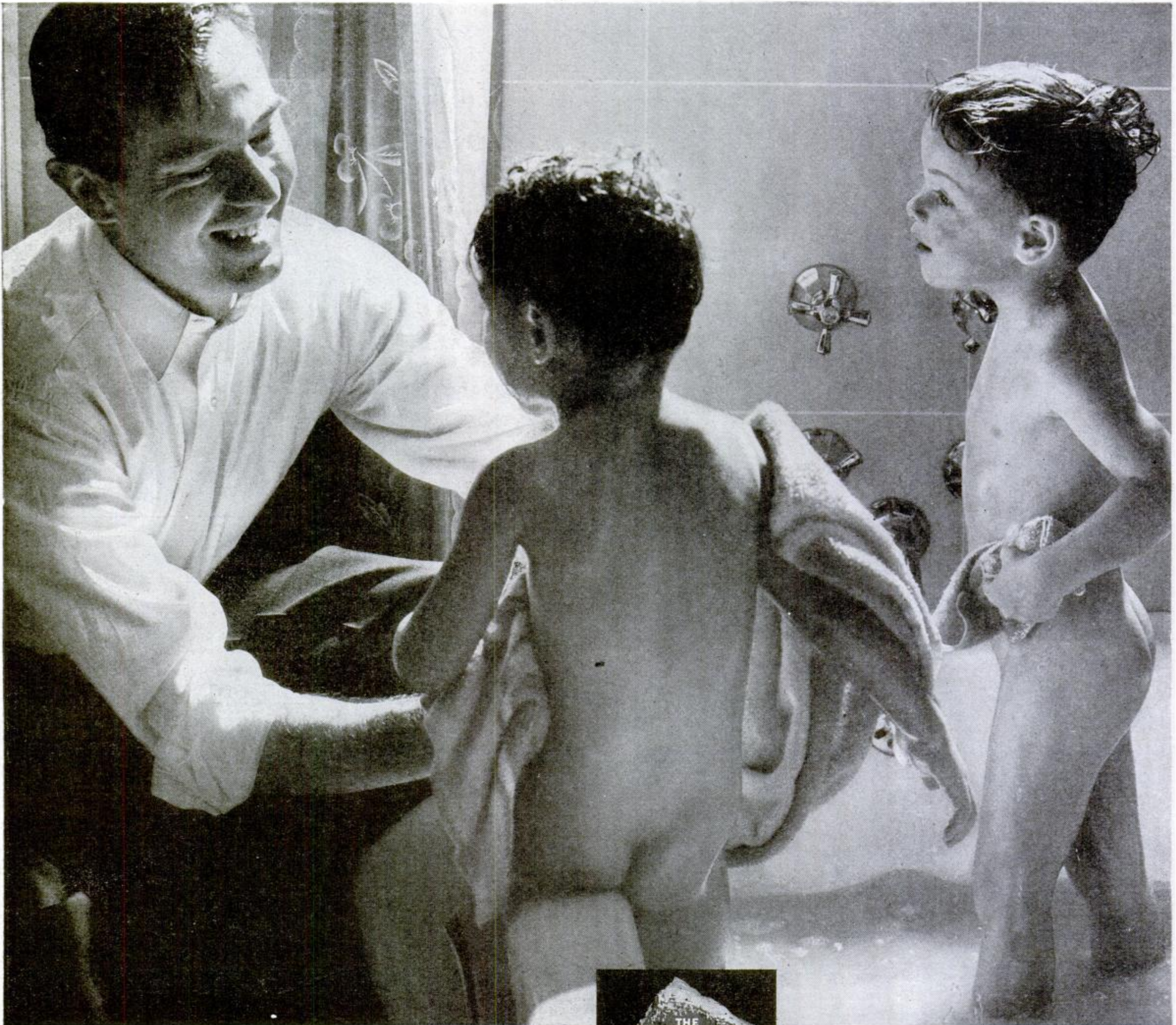
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You will enjoy the Prudential Family Hour—Every Sunday afternoon, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC



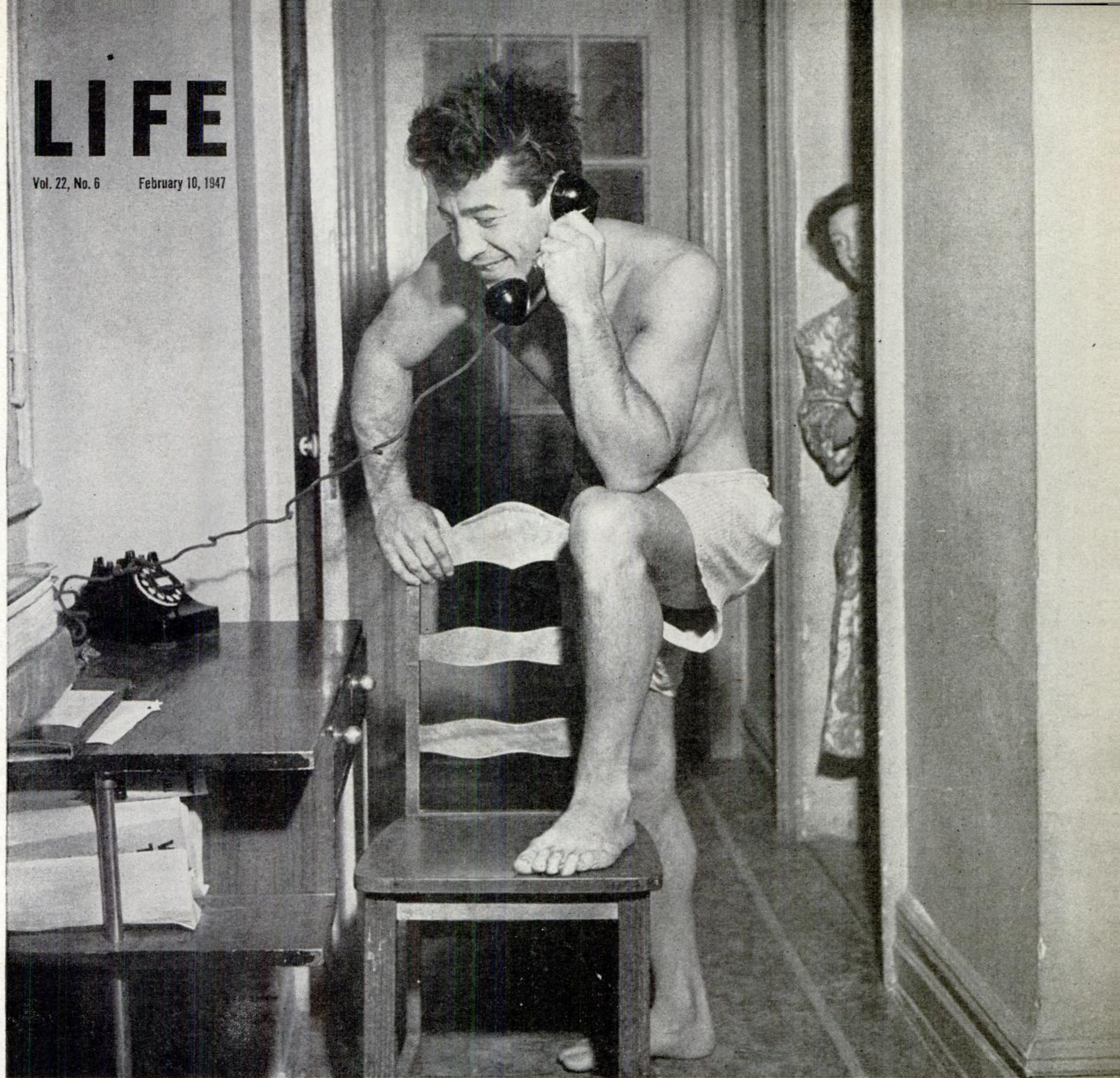
THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT

THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE: NEWARK, NEW JERSEY



SECLUDED IN THE APARTMENT OF HIS MOTHER-IN-LAW (RIGHT), ROCKY GRAZIANO TELEPHONES HIS MANAGER TO TALK ABOUT THE BRIBERY CASE AGAINST HIM

GRAZIANO BREAKS A SPORTS SCANDAL

The well-muscled former juvenile delinquent shown above is Thomas Rocco Barbella, better known as Prizefighter Rocky Graziano. Rocky was a slum kid, brought up in squalid surroundings to become a tough hero in the squalid boxing racket. Then last week he became the key figure in an even more squalid sports scandal.

The story, as Rocky told it to New York's District Attorney Frank Hogan, was that somebody had offered him \$100,000 to "take a dive" in a fight. That was two months ago. Rocky said nothing about it until Hogan got suspicious and dragged him in. But Rocky's story had a familiar ring. It was just another indication that the \$4½-billion

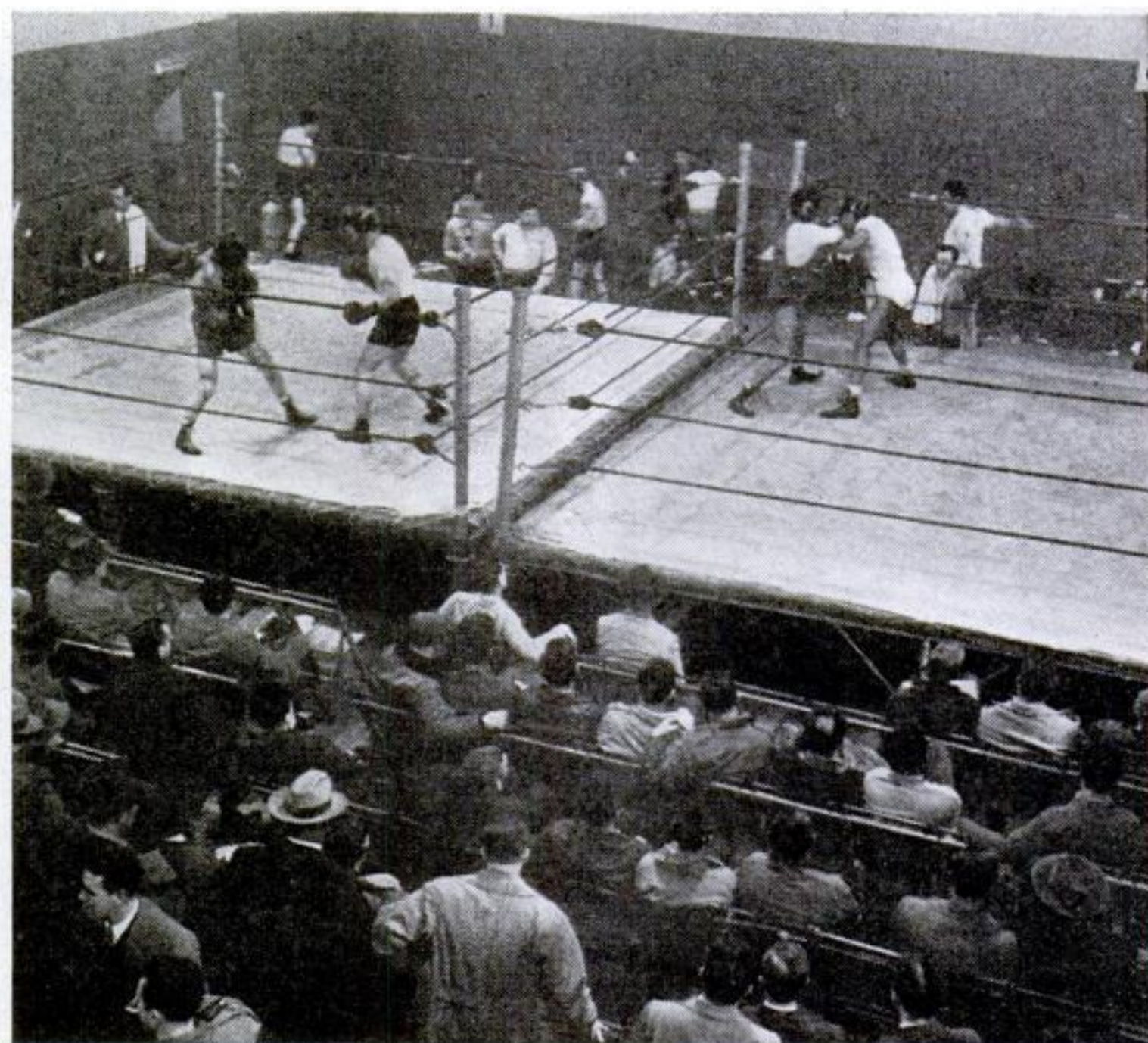
sports business is not always based on straightforward competition. Some of the men who bet on the contests have long been trying to insure their investments by arranging the outcome ahead of time, and the "fix" was apparently becoming an American institution. In New York a gambler offered cash and other inducements (*see pp. 22-23*) to two New York Giant professional football players to throw a game. In Louisiana, in the comic opera Evangeline baseball league, bookmakers not only bet on the games but played on the teams. In California gamblers openly made book on who would win Hollywood's Academy Awards. The limit perhaps was reached in Washington when Secre-

tary of the Treasury Snyder announced an anonymous person had offered him a "handsome reward" for juggling figures in the Treasury statement on which a numbers game is based.

The heat went on. Rocky Graziano was threatened with expulsion from boxing. New York's cops started looking for "fixers" among the old familiar faces at Stillman's Gym (*see next page*). But at week's end, with the scandal at its worst, a crowd of 12,000 still paid \$48,000 to watch two second-rate middleweights slug each other in Madison Square Garden. All the bad publicity did not seem to be taking the easy cash away from professional athletics—or from all the wise-money boys either.



HEARING of New York State Boxing Commission on Graziano (*left, in sports jacket*) got nowhere when his attorney, Harold Rosenblum (*standing*), won a postponement.



AT STILLMAN'S GYM a typical afternoon finds headgeared fighters battling in each of the two rings. Fight men come from all over the U.S. to "shop" the new fighters.

ROCKY CLAIMS PRIZEFIGHT FIX STARTED IN STILLMAN'S FAMED GYM

Rocky Graziano told the district attorney that the attempt to bribe him occurred in his dressing room in Stillman's Gymnasium. This was natural. Stillman's is the place to see any boxer for any reason. It is U.S. boxing's national shrine, a gloomy, dilapidated gymnasium on New York's Eighth Avenue. The gym has never been free of tobacco smoke since Lou Stillman opened it 32 years ago. All the fighters of importance since then have trained there at some time. Every day from 11:30 to 4 Stillman's is packed with boxers, managers, matchmakers and trainers who watch the fighters spar in the two rings. Gongs ring automatically every three minutes and not a moment's action is lost. Anybody who has paid

the 50¢ admission price can, and usually does, wander anywhere in the gym, from the seatless balcony to the ancient toilets. For a gambler to "see" a boxer at Stillman's is a cinch.

In his dressing room there, Rocky said, a stranger came to see him last December and offered him the \$100,000 to lie down in his fight with "Cowboy" Ruben Shank, which was then scheduled for Dec. 27 and which Rocky was expected to win easily. The man returned and each time he made Rocky the same offer. Each time he laughed it off, Rocky said. But District Attorney Hogan did not laugh it off. He insisted that Rocky told the bribe-offerer he would "see him later," thought the offer over for

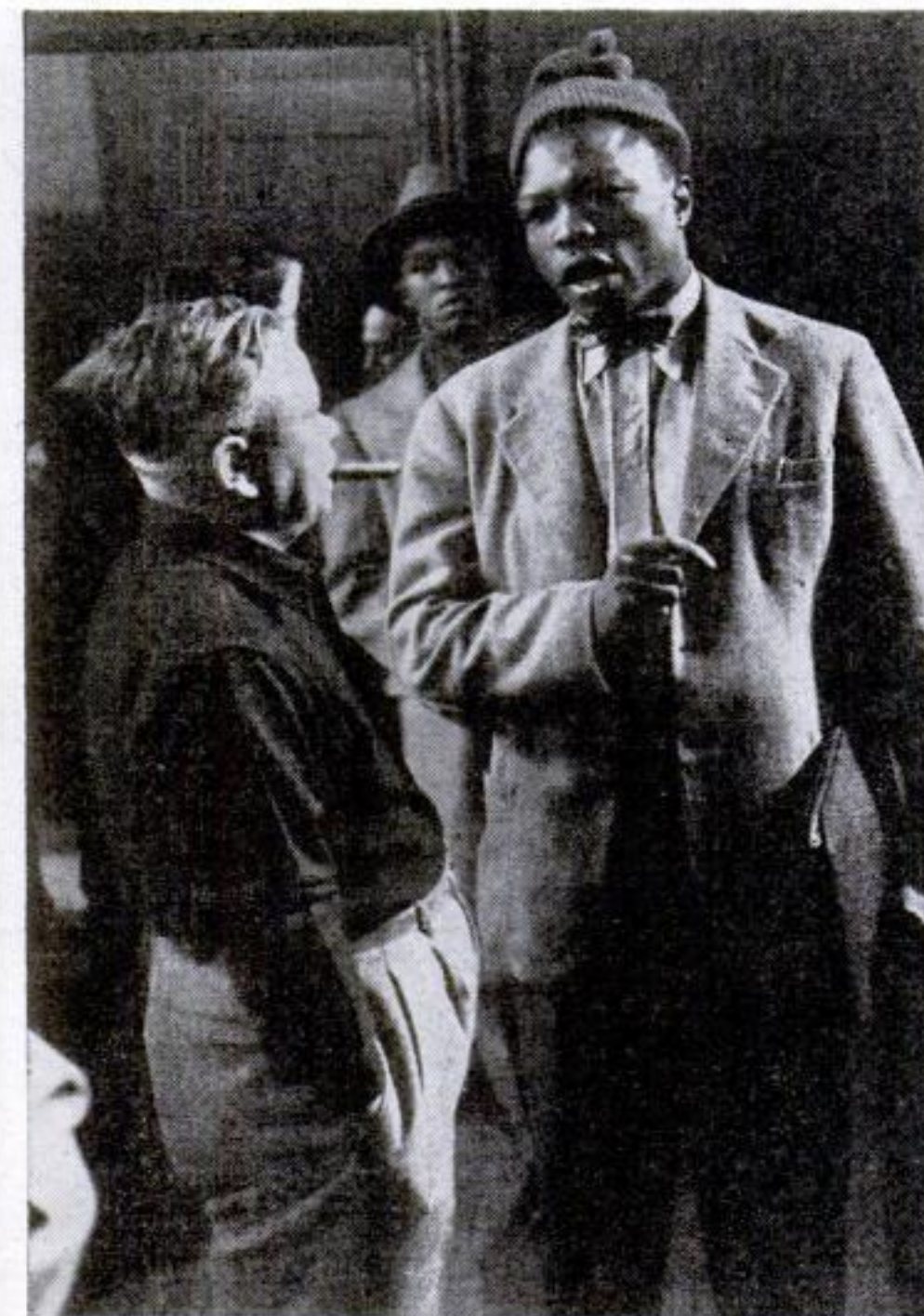
several days, finally decided against accepting it. He knew he could beat Shank without difficulty. Hogan added, "In defeating Shank, however, he realized that he would be doublecrossing persons who had bet on his opponent on the basis of the two meetings in his dressing room. He therefore decided to pull out of the match. He admits that he used a sore back as an excuse." If this were so, Rocky's sore back saved the \$125,000 which, it developed, was bet on Shank at four to one odds. The boys of Stillman's Gym felt differently, however. In suppressing his story until the district attorney dragged it out of him, they held, Rocky was actually being honest according to the code of his New York slums.



KEEP MOVING orders went out to all cops stationed in Madison Square Garden, who kept the crowds circulating in corridors (*above*) to prevent bets being made.



BAD NEWS is read by Manager George Gainford in Stillman's, who discovers that his boy, "Sugar Ray" Robinson, has admitted being offered bribes he never took.



FIGHTER-PREACHER LeRoy McQueen (*right*), a Brooklyn pastor who doubles as a middleweight, trains at Stillman's where he often hears language he deprecates.



LOU STILLMAN, perched on a stool, watches the action in his two rings. With him is Tami Mauriello (*at extreme right*), No. 2 U.S. heavyweight, rejected by the Army as physically unfit. Stillman, a sardonic, tough-talking man of 59, has no trouble domi-

nating the roughest fighters, many of whom consider him more powerful than the President. Most hangers-on at Stillman's are intent on making a fast dollar, but some are there for the fun. It was at Stillman's that the hot foot was refined into the hot seat.



© MURRAY KORMAN STUDIOS

BOOKIE'S FRIEND, Dancer Ida McGuire, met Alvin Paris through his father and became the main attraction

at parties given for players. She was summoned from Hollywood, where her last role was a bit part in *Boomerang*.



FRANK FILCHOCK, Giant star, at first denied bribe offer. His wife (above) left him, then changed her mind.



HARVEY STEMMER, sentenced last year for bribing college basketball players, figured in this year's scandal.



GAMBLING HEADQUARTERS of syndicate which tried to fix Giant game was above a cafe in Elizabeth, N.J.

FOOTBALL FIX INVOLVES CASH AND GIRLS TOO

Boxing had no monopoly on the sports scandal. Ever since last December, when a puny bookmaker was caught trying to fix a football game, professional sports had been in disrepute. Last week that scandal was uncovering bigger members of the underworld almost daily. It began when a syndicate tried to fix the Chicago Bears-New York Giants football play-off. The come-on man was a young operator named Alvin Paris (*opposite page*), and the intended partners were Giant Players Frank Filchock (*below, left*) and Merle Hapes (*below, right*). Paris' technique was smoother than that of Graziano's briber, who only promised cash. Paris added parties and the attentions of blondes (*left*). Although neither Filchock nor Hapes took a bribe, they got into trouble for the same reason as Graziano: they said nothing. Last week, awaiting sentence for bribery, Paris decided to talk. A grand jury indicted three of his friends for taking part in the deal. For one of them, Gambler Harvey Stemmer (*below, center*), the cops did not have to look far. He was already doing a year for bribery. Then they found that for most of his term Stemmer had been carrying on business as usual by telephone.



MERLE HAPES, shown here with wife and daughter, got more involved in deal than did Teammate Filchock.



ALVIN PARIS (RIGHT), AWAITING SENTENCE,
IS LED FROM TOMBS PRISON FOR AN AIRING

THE CAPONE ERA

WHAT WAS WRONG WITH IT? A SECOND POSTWAR GENERATION OUGHT TO BE SURE IT KNOWS

Within the same week died two men whose names were for a decade the most famous names in the U.S. Andrew J. Volstead was a seemingly 87, Alphonse Capone only 48 at his death, Al's age being the more surprising because his last 14 years were spent either in jail or in stir-nutty retirement. The era of Andy and Al seems as far away from 1947 as the era of Aaron Burr. But it was also a postwar era, like the one now starting; and a look back at the '20s may be timely now in case history has a few tricks of repetition in store.

Andrew J. Volstead, for 20 years a congressman from Minnesota, was a God-fearing man of Norwegian parentage whose only personal vice was chewing tobacco. It fell to him to write the Prohibition enforcement act, and he wrote it with what he thought were "teeth in it" because he believed that "law does regulate morality, has regulated morality ever since the Ten Commandments." He never changed his mind, claiming, no doubt correctly, that Prohibition reduced the amount of drinking in the U.S. Described by neighbors as "a fine, shy old man," he refused to write or talk about himself, could scarcely bring himself to look other people in the eye and spent his last years gardening and reading Shakespeare.

Al Capone was a hard, beefy Neapolitan who was raised in Brooklyn and went to Chicago to run one of Johnny Torrio's brothels in 1920. By killing or terrorizing rival hoodlums he rose to the top of the underworld in his early 20s and stayed there until the Federals jailed him for income-tax fraud in 1932. He ran a business which grossed about \$100,000,000 in its best years, from which he personally accumulated and spent about \$20,000,000; he wholly or largely controlled the municipal governments of Chicago, Cicero, Burnham and Stickney, Ill.; and he died in bed in his villa on Palm Island, Miami, while his solicitous brother Ralph carried beers to the reporters on the deathwatch (*opposite page*). He was probably the most successful criminal in history. As a human being he had few unbought admirers, if any. Reporters knew him for a treacherous and cowardly paranoiac. Yet the curious fact about Scarface Al is that Americans of his period used to go out of their way to shake hands with him, and when he and his 18 bodyguards appeared in public at the races, or a football game, there was not only a thrilled murmur in the stands, there were sometimes cheers.

What were they cheering about?

Murder and Business

The Capone gang alone was responsible for some 500 murders. Mass production called for new techniques. The handshake murder, whereby the victim unwittingly surrenders the use of his gat arm to a "friend" while the latter's companion plugs him, was first used by Capone men against Dion O'Banion, the North Side gangster with the beautiful name, whose death put Al on top of the Chicago beer business in 1924. The one-way ride in a stolen car is credited to an O'Banion follower, Hymie Weiss. Bugs Moran favored the noisy but inefficient cavalcade; on one occasion he sent eight limousines past the Hawthorne Hotel in Cicero at 15 mph, poured a thousand machine-gun bullets into it while

Al lay flat on his face in the coffee shop. Capone bullets were normally poisoned with garlic. When Al's gorge was up, his methods were less scientific. One time he threw a \$25,000 dinner party for three suspect henchmen, sat them at the head of the table, toasted them, brained them where they sat with a baseball bat, and let other henchmen deliver the *coup de grâce* and lug the bodies across the Indiana line. Another time he was toying with the idea (suggested by a Vienna newspaper editorial) of running for mayor; when a lieutenant whose opinion he requested failed to take the idea seriously, Al broke a bottle, ground it into his face, and had him tossed out of the window. His technical chef-d'oeuvre was the St. Valentine's day massacre of 1929, which he directed from Florida. The point of it was that the seven victims (Moran men) were put off guard by the fact that three of Al's men wore police uniforms. Murderers feared nothing less than a pinch in those days. In 1928 alone there were 367 murders in Chicago; the State of Illinois never executed anybody for any of them.

But the murders, while they made good movie material, weren't the reason people cheered Capone. Dion O'Banion used to say, "We're big business without high hats." Al was a sort of grim parody and counterpoint to Samuel Insull, his fellow contributor to the corrupt Thompson-Small machine. Al's business was just as ramified as Sam's. It extended from some 2,500 little household alky-cookers organized through the Unione Siciliane (Mafia) to the rum fleets of Bimini and Brooklyn. The breakdown of his gross business was \$60,000,000 beer and liquor, \$25,000,000 gambling and dog tracks, \$10,000,000 brothels and roadhouses, \$10,000,000 miscellaneous. Besides his direct payroll (about 700 men), Al paid Chicago officials \$2,000,000 a year. Policemen's payday was a businesslike mass operation in which it was not enough for a cop to show his badge; his number was checked against a list sent over from City Hall. In 1926 Al presided over a meeting with his competitors at which territory was divided and a code written in a manner pioneered earlier by the trust-builders and popularized later by NRA. After the meeting murders dropped from six per month to zero—for a while.

Al's last expansion was into labor unions and the sale of protection against bombings (Chicago had 115 bombings in 1929), which brought the word "racket" to America. This word was soon seized on by Capone's generation to express its feeling about almost everything in the world. Al himself put the feeling thus: "All I ever did was to supply a demand. . . . They talk about me not being on the legitimate. *Nobody's on the legit*. You know that and so do they."

They did "know that," or thought they did. That's why they cheered.

Ethics of an Era

It is the fashion nowadays to reject the '20s as a historical waste, an "era of wonderful nonsense," a total loss. People say, "Of course we don't want the '20s all over again," much as anti-Prohibitionists used to say, "Of course, we don't want to bring back the old-fashioned saloon." Don't we? Are we any clearer on what was wrong with the '20s than the '20s were on what was wrong with the old-fashioned saloon?

A nation, like an individual, should be able to assess its own past correctly, for that past is part of what we are today.

Corruption and selfishness in the '20s got their alibis early and from a high quarter: the Harding administration. While the Secretary of State refused to answer mail from the League of Nations, the Attorney General's office became an auction store. Why expect more of a mere governor of Illinois, with his 8,000 pardons in two terms, or a mayor of Chicago with his "bust King George in the snoot?" And how expect more from the average "slacker citizens," as Chicagoans came to call themselves in helpless self-reproach? The cramping unrealism of Mr. Volstead's law was perhaps mostly to blame. By contrast with it, Al at times seemed almost a champion of civil liberties, a hero of energy, freedom and natural rights.

But that is not the whole story of the '20s. Al was never really a popular hero; in fact he often complained that the press was unfair to him and he was surprised and hurt when he tried to visit Los Angeles and was given the bum's rush at the station instead. The "slacker citizens" of Chicago eventually voted Thompson out, and it was the Chicago Association of Commerce that started Capone's downfall by organizing an extra-legal detective bureau known as the "Secret Six." While Calvin Coolidge took his daily two-hour nap, the country was not asleep. It was pouring out energy, mostly into the pursuit of wealth. Its national income soared along with the population of the jails. The apartments, factories and office buildings that went up then are our main shelter and skyline today. We are also still singing (when we sing) the '20s' songs.

Innocent and Guilty

"There are few ways," said Dr. Johnson, "in which a man can be more innocently employed than in getting money." It was a pretty innocent decade, despite Capone. Its sin was not in getting money. Its sin was in thinking that money can buy anything and that poverty is the only crime. Those were the dominant values of the '20s, fatally shared by the law-abiding citizens and Capone.

Money was the dominant value because Americans had begun to lose belief in anything else. It was the decade of ethical relativism, of Freud and Dewey and "self-expression." The pragmatic test of values was the only test that everybody would accept. And what is more pragmatic than money?

When the depression came and money got scarce, Al was already an old man (32) as gangsters go. He fed 3,000 people a week at his soup kitchens and gave interviews about what was wrong with the country. That was when the real crime wave began, culminating in the Lindbergh kidnaping. And that was when Al's word "racket" spread over the land to describe everything from the New Deal to the Catholic Church.

The tragedy of the Capone-Volstead era was that it left behind no better word for itself, because its brilliant creativity was hitched to no fixed star. Since then much greater events and bigger gangsters than Al have taught Americans to look for real values again. Let us hope we have made sure of them before another creative decade is past.



AN IRONIC POSTSCRIPT TO A VIOLENT CAREER: RALPH CAPONE CARRIES BEER TO REPORTERS AT HIS BROTHER'S DEATHWATCH IN MIAMI BEACH

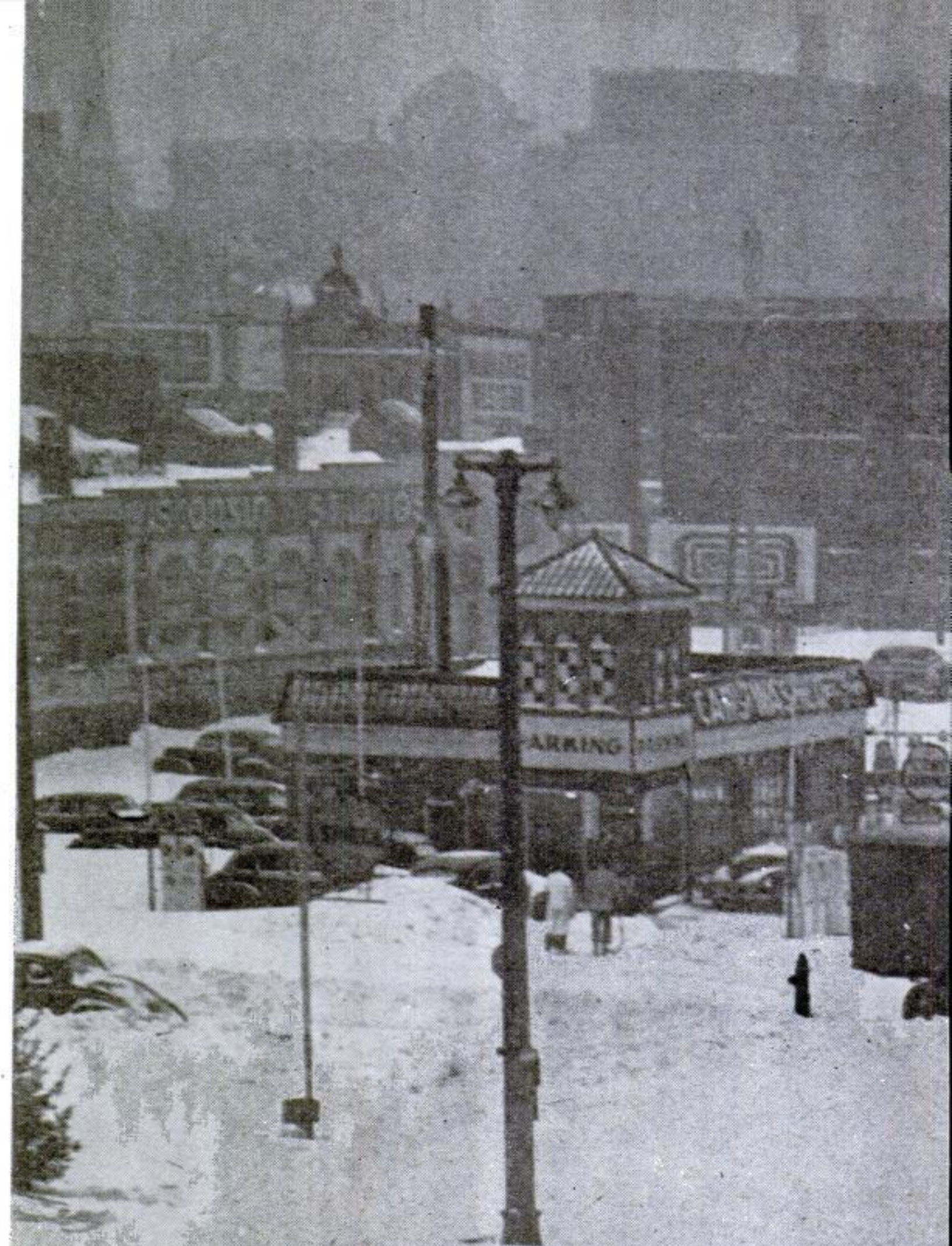


IN ALASKA a member of the Army's Task Force Frigid lampoons the Indian rope trick with an icicle for a flute and a coil of stout rope frozen stiff in the 50-below-zero cold.

WINTER'S BAG OF TRICKS

Cars freeze in Milwaukee and rope freezes in Yukon

Like a nervous merchant stuck with too much inventory, winter cut loose with an everything-must-go campaign last week and unloaded its bag of tricks all over North America. Snag Airport in Canada's Yukon Territory reported 78.7° below zero, lowest ever recorded on this continent. In Alaska a member of Task Force Frigid did an Indian rope trick (*above*) with a coil of frozen hemp. Tornadoes marched through Georgia, Tennessee and Alabama. Milwaukee was smothered under 20 inches of snow (*right*), gets its breath in time for another storm sweeping down from the north. This time not only the Midwest but the Northwest as well was being snowed under. Meanwhile New Yorkers, enjoying their mildest January in 10 years, eyed the city's gambling investigation (*see pp. 19-23*) and wondered whether bookies were at work even in the Weather Bureau.



IN DOWNTOWN MILWAUKEE stalled and abandoned automobiles litter Kilbourne Avenue while the city is buried in its worst snow storm in 24 years. Railroads, streetcars



and buses were also bogged down in the 20-inch snowfall, which piled up in drifts 15 feet high and paralyzed almost all communication. While a series of tornadoes swept through

the South and the eastern seaboard was unseasonably warm, this massive storm blanketed three Midwestern states and isolated many small towns in Wisconsin and Illinois.



THE BODY OF GRACE MOORE (EXTREME RIGHT) LIES IN THE WRECKAGE AT COPENHAGEN'S KASTRUP AIRFIELD AS FIREMEN WORK ON A SMOLDERING DUTCH AIRLINER



IN MOURNING for dead Prince Gustaf Adolf, who would have inherited the throne of Sweden, Denmark's flag flies at half-staff above Amalienborg, the king's imposing castle.

GRACE MOORE BOWS OUT

Opera star and Sweden's prince die in the same air crash

Last month there was another in the long series of accidents which have plagued commercial aviation since the war's end. But unlike the others, which directly affected only a few people, this one struck millions a sickening blow. Dead in the wreck of a Royal Dutch airliner at Copenhagen were Grace Moore and Prince Gustaf Adolf, grandson of Sweden's 88-year-old king. When the black headlines appeared in Europe and America, they were read by innumerable people who had known the American singer or the Swedish prince, personally or by reputation, and to whom their deaths were shocking and saddening.

En route to Stockholm, the plane took off normally and then commenced a wild 60° ascent. The pilot tried to level it off, but his controls apparently had jammed. The plane stalled, rolled over in the air and fell 200 feet to the ground. Although airfield emergency crews and Copenhagen firemen were fighting the ensuing blaze within minutes, it was an hour before they could begin to remove bodies from the smoldering wreckage (above).

Almost before the wreck's smoke died away, the flag over Amalienborg, Denmark's royal palace, went to half-staff (left). Across the Kattegat, mourning Swedish subjects looked to infant Prince Carl Gustaf to take his dead father's place as second in the line of succession to the throne. In all parts of the world there was mourning for Grace Moore, who had gained wide fame in opera, on the stage and in films. She had made her debut at 17, and at 45 was still close to the peak of her career. The crash which killed her, as it had deprived Sweden of a prince, deprived music-lovers of a woman many considered a queen.

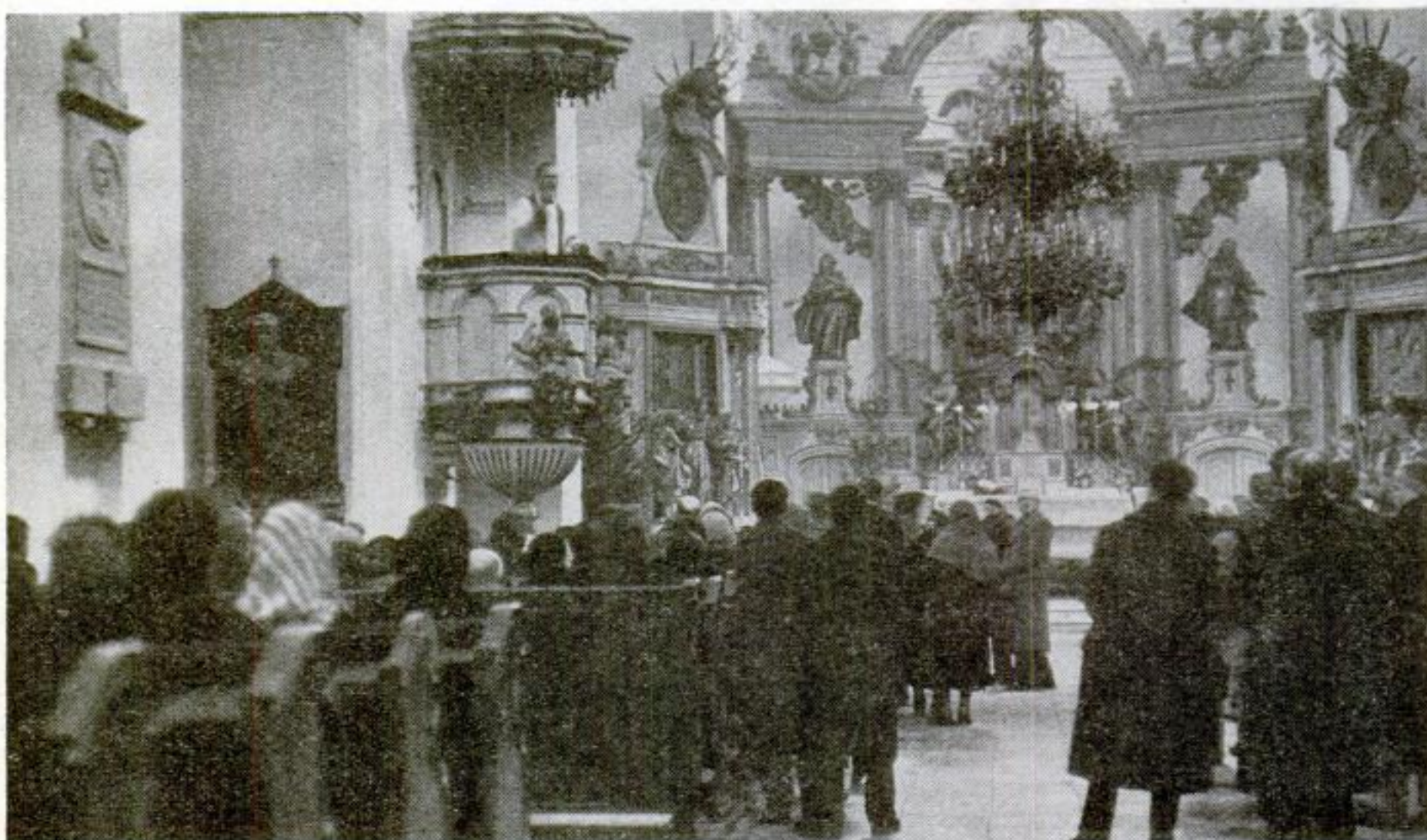


IN HER LAST BOW, Grace Moore kneels low on the stage of Copenhagen's largest music hall as applause thunders in her ears. Extremely popular in Scandinavia, she was

in the midst of a concert tour which was to have included a performance at Stockholm. Next afternoon, a few minutes after boarding a plane to take her there, she was dead.



PROPAGANDA for voters was displayed even in polling places such as the one above where pictures of government bloc's trinity hang over the ballot box. Opposition was not allowed to furnish poll watchers.



"THEY HAVE THE PULPIT," said government spokesman to charges that opposition speeches were stifled. The Roman Catholic Church issued pastoral letter against bloc but did little open campaigning.



AN AMERICAN CAMPAIGN TECHNIQUE OF TORCHLIGHT PARADES

POLES CAST BALLOTS IN RIGGED ELECTION

U.S. protests against strong-arm methods



PRESS CENSORSHIP hurt Peasant party. Here printer breaks up forms of party paper after the proof came back heavily censored.



IS GIVEN AN UNACCUSTOMED MILITARISTIC FLAVOR AS POLISH SOLDIERS HOLD A PRO-GOVERNMENT ELECTION-EVE PARADE WITH FIXED BAYONETS AND A BRASS BAND

At Yalta two years ago the Big Three agreed that the people of Poland, once they were liberated, must have a chance to choose their own government in a free election. Last month Poland had its election. To Western eyes the Polish government lived up to only one of the Yalta provisions: it did let foreign correspondents report the event. But what the correspondents reported with rare unanimity was anything but reassuring. Any resemblance to a free, democratic election was purely coincidental. The rigging and terrorism were so transparent that the result—327 out of a possible 372 parliamenta-

ry seats for the Communist-Socialist government bloc—had never been in doubt. Before the election, scores of opposition political workers were arrested. Censorship gagged the press. The government, maintaining that it was guarding against a "Fascist underground," controlled the voting register, kept away oppositionists as poll watchers, and thus preserved an old Polish tradition that no government in power ever loses an election. One especially effective means of election-day pressure was applied by the Communist party, which demanded that its adherents openly display their ballots as they dropped

them into ballot boxes. Anyone who refused to show his ballot was considered an oppositionist, and few voters had the courage to out-face such intimidation. The government bloc announced the results 30 hours after the polls closed, thereby establishing a new record for Poland's notoriously slow communications system. Almost as promptly the Peasant party, which provides the only open opposition, denounced the results as phony. Last week the U.S. protested that Poland "failed to carry out its solemn pledge" of a free election. Britain also protested. The U.S.S.R., seemingly satisfied, remained silent.



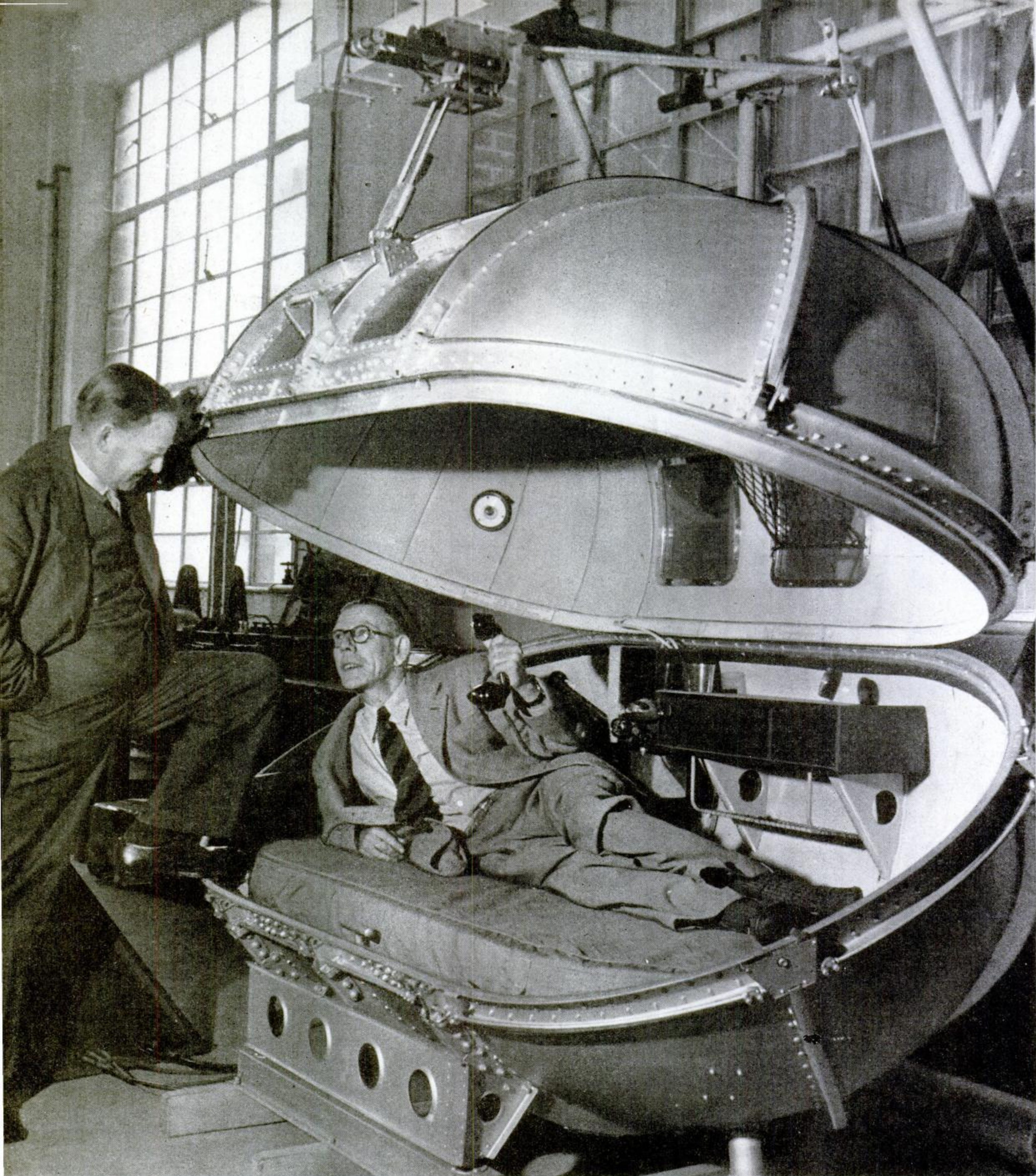
WRECKED OFFICE, where Peasant party printed literature, is cleaned after terrorist gang smashed presses.



UNUSED BALLOTS for the minor Work party (non-bloc but pro-government) littered streets after election.



TRIUMPHANT, Communist Leader Berman said elections showed people "are fed up with gangs, want peace."



DESIGNER GRAHAM DEMONSTRATES WINSTON CHURCHILL'S PERSONAL PRESSURE CHAMBER, CREATED TO ENABLE HIM TO MAKE HIGH-ALTITUDE FLIGHTS SAFELY

WINSTON'S SHELL

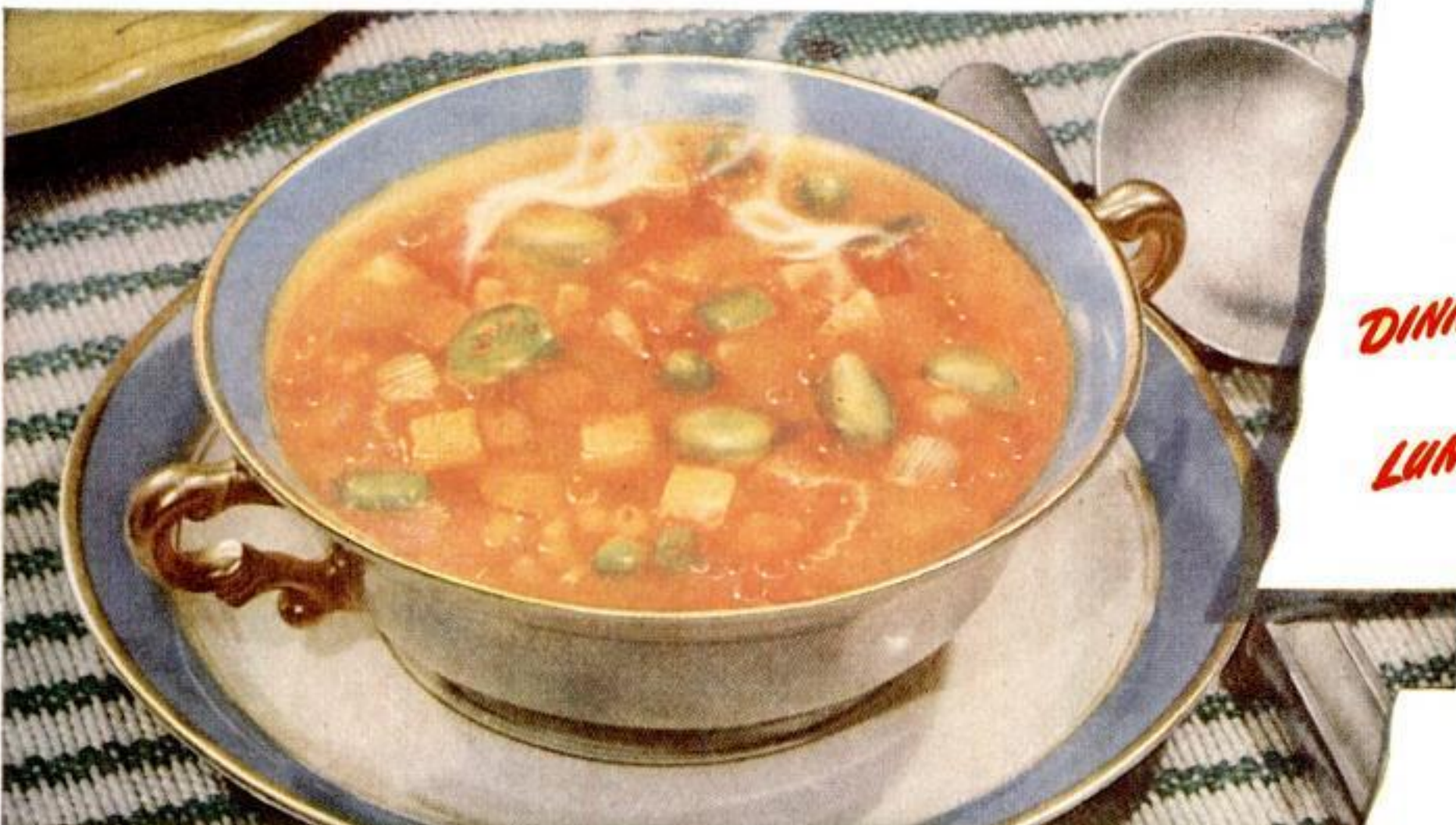
It was made to protect Churchill from pressure at high altitudes

To protect the precious bulk of Winston Churchill in wartime a special one-man pressure chamber was built for the personal plane which carried him many times across the Atlantic and to Casablanca, Moscow and Yalta. Churchill, who also had a private air-raid shelter under No. 10 Downing St., was warned by his doctors that it was dangerous for a man of his age and physical condition to fly above 8,000 feet. Much higher altitudes

sometimes were necessary, however, because of weather and the enemy. The solution was a pressure chamber complete with ash trays, telephone and an air-circulation system good enough to prevent smoke from the ubiquitous cigar from fogging the atmosphere. While pressures within the chamber were kept at the equivalent of 5,000 feet, the prime ministerial figure could loll comfortably like an outsized pearl within a gigantic oyster shell.

"TABLE MATES"

—THESE FINE SOUPS AND YOUR OTHER FAVORITE FOODS



Campbell's VEGETABLE SOUP

Fifteen garden vegetables and rich beef stock make this homey vegetable soup, as women say, "almost a meal in itself." Keep it on hand!

Serve it with —

DINNER

Broiled fish, whipped turnips-and-potatoes, mixed
Fried chicken with parsley potatoes
Corned beef hash with creamed onions

LUNCH

Baked macaroni with green salad
Grilled cheese on toast with green beans
Peanut butter-bacon sandwiches, raw carrot sticks



Campbell's BEAN with BACON SOUP

A thick and hearty soup with tender whole beans —made extra-tempting with the tangy taste of fine bacon. You'll like it. Try it soon!

Serve it with —

DINNER

Turkey hash with watercress salad
Salmon-and-potato soufflé, with broccoli
Chicken croquettes with cabbage-carrot slaw

LUNCH

Spiced meat slices with raw vegetable salad
Casserole of vegetables au gratin
Fruit-and-cottage-cheese salad



Campbell's BEEF NOODLE SOUP

Golden egg noodles steeped in a rugged stock simmered from lean beef —with plenty of pieces of tender beef. Beef straight through—and good!

Serve it with —

DINNER

Frankfurters with fried apple rings
Codfish cakes with stewed tomatoes
Cheese soufflé with brussels sprouts

LUNCH

Stuffed green peppers, with creamed corn
Creamed chicken, cranberry jelly, sweet potatoes
Cheese omelet with lima beans

Let it blow or let it snow,
Let it drop to ten below,
I'm as warm as I can be—
Campbell's Soup's inside of me!



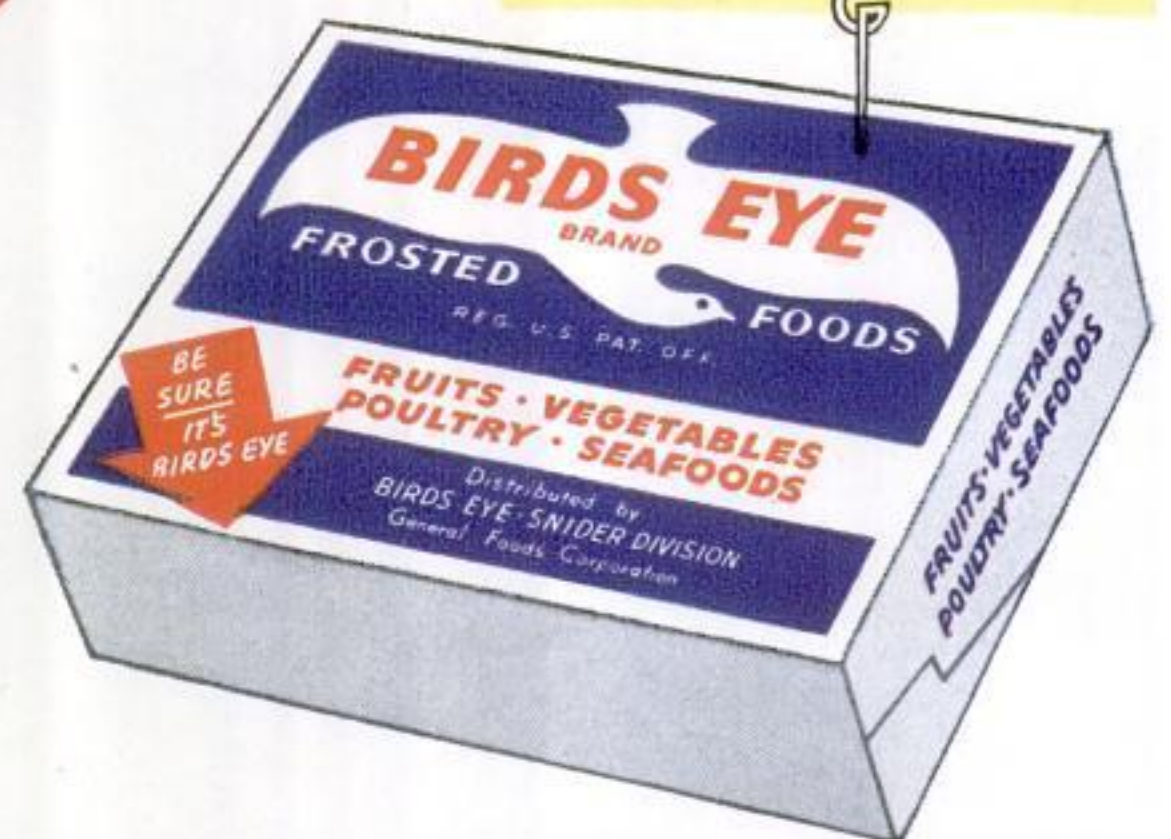


Birds Eye "Golden Glow"

3 slices bacon
1½ tablespoons chopped onion
1 box Birds Eye Golden Sweet Corn
2 tablespoons chopped parsley
¼ teaspoon salt
Dash of pepper

Cut bacon in 1-inch pieces and fry in skillet until crisp. Remove bacon.

Sauté onion in 2 tablespoons of the bacon fat until delicately browned. Add frozen corn, cover, and cook until corn is thawed, stirring occasionally. Cook 5 minutes longer. Add parsley and seasonings. Serve with bacon sprinkled over top. Makes 4 servings.



Summer Treat for February Birds Eye "Golden Glow"!



← CHILI CORN

BROILERS WITH
CORN STUFFING →



If you own a skillet, and can borrow three strips of bacon—you can treat your family to a swell helping of summer in February!

Your storekeeper has lots of the Birds Eye Golden Sweet Corn that makes this dish glow!

And you never tasted tenderer, milkier, sweeter corn than Birds Eye—not even when you raised your own and popped it in the pot minutes after picking.

For Birds Eye is mighty particular about the corn that bears its trade-mark. Only very young and tender corn . . . corn with *farm-fresh* flavor . . . is eligible.

And Birds Eye *seals* in all that glorious goodness and flavor for you by *quick-freezing*. You enjoy it *all*!

Don't wait—get your Birds Eye Golden Sweet Corn right now!

Say it ain't so!

When some well-meaning soul tells you other brands of quick-frozen foods are "the same as" Birds Eye—say, "It *can't* be the same if it ain't got that name—BIRDS EYE!" . . . There is only *one* Birds Eye.



Look before you buy!

When you ask for Birds Eye—remember—*only the box marked Birds Eye* offers wonderful Birds Eye quality in quick-frozen vegetables, fruits, poultry, and seafoods . . . quality with money-back guarantee!



WEARING SKI CLOTHES THE BRIDE AND GROOM ARE MARRIED BY THE REV. CHESTER FISK. BEST MAN, DARTMOUTH SKI COACH WALTER PRAGER, IS AT LEFT

SKIERS' WEDDING

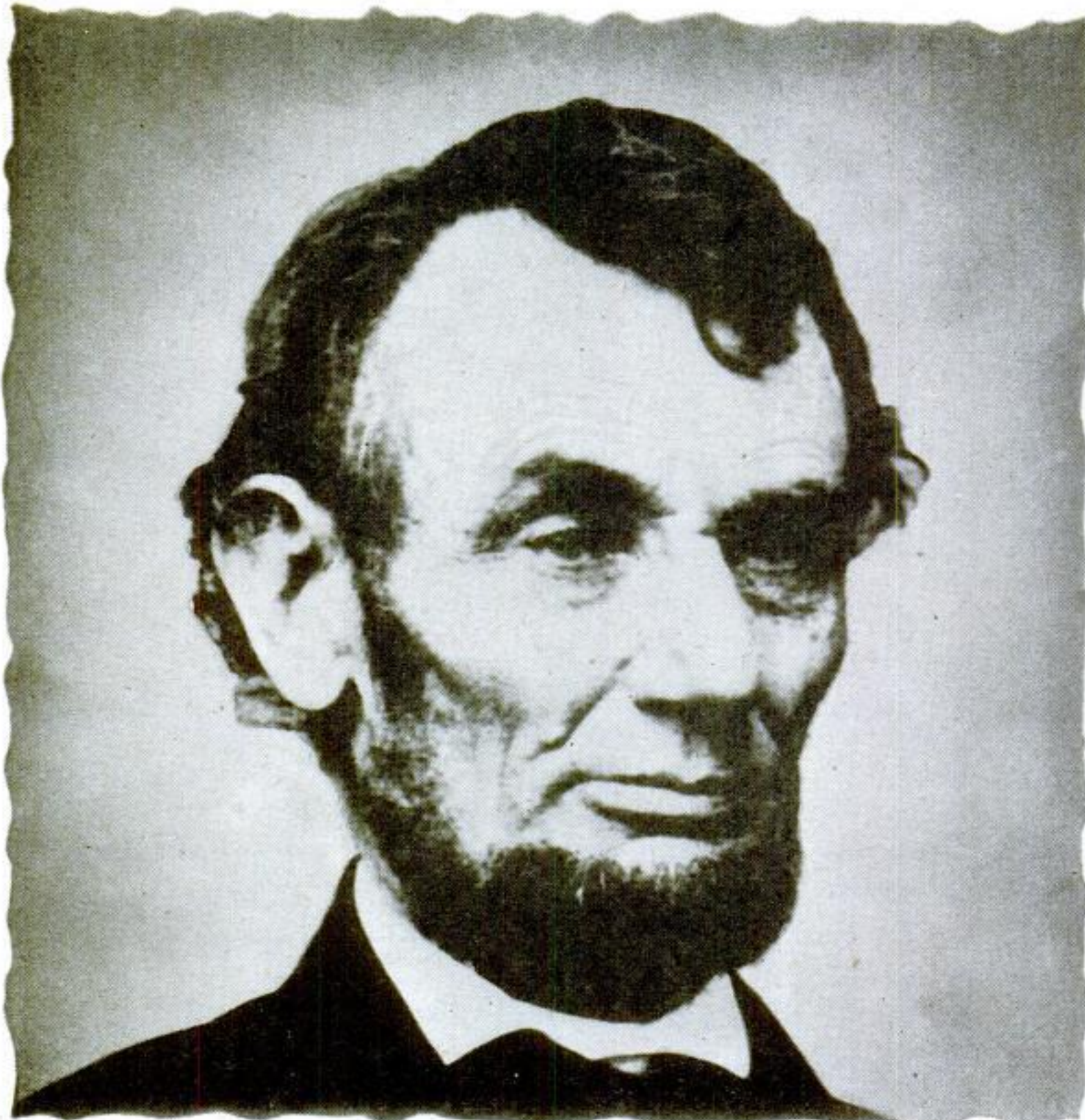
Ex-college champion takes a wife
in the traditional sports clothing

Although the bright sweater and tight pants of the skier are virtually a winter uniform among young New Englanders, the picture above records one of the few instances in which a skier actually elected to wear ski clothes to his own wedding.

This ceremony was performed last month in the Church of Christ in Hanover, N.H. The groom was Bob Meservey, ex-captain of the Dartmouth ski team. His bride was former Powers Model Patti Hill. They were dressed in the traditional skiing outfits.

But the ski motif went beyond the mere wearing of ski clothes. The couple skied up to the church and the bride carried bouquet of evergreen boughs. After the ceremony they passed under an arch of ski poles, then left in a specially equipped ski truck for a ski honeymoon (p. 36).

There were two concessions to the normal wedding custom: 1) the bride and groom took off their skis before entering the church; 2) although the minister also can ski, he wore his clerical robes.



The Brady camera-portrait which Lincoln's son, Robert T. Lincoln, presented to the Lincoln National as "the most satisfactory likeness of my father."

In the Spirit of the Great Emancipator

BECAUSE Abraham Lincoln steadfastly served the greatest good of the greatest number, his memory is enshrined for the ages in the heart of the nation.

Today, as from the beginning, Abraham Lincoln's principles of broad human service guide this company which bears his name. The Lincoln National constantly seeks to make its protection available to the largest possible proportion of applicants.

» Not alone for those blessed with wealth and health, but for people in all walks of life, Lincoln National specializes in bringing the comfort and protection of sound insurance.

For example, Lincoln National provides insurance for women at equitable rates. In juvenile insurance, Lincoln National provides protection for children as young as one day! In addition to insuring the physically fit and those in preferred occupations, Lincoln National offers the broadest opportunity of protection to applicants who are physically impaired and those employed in hazardous jobs.

Employer-employee benefit programs are also offered through Group Insurance.

» More than two billion dollars of Lincoln National life insurance in force is a remarkable testimonial of public confidence in this company's way of doing business. You will find the Lincoln National representative in your community to be an experienced insurance counselor upon whom you can rely for sound advice on your insurance problems. Consult him freely without obligation.

Salient Facts About Lincoln National

PRESENT INSURANCE in force, more than two billion dollars.

LINCOLN NATIONAL has paid more than 275 million dollars to policyholders and beneficiaries.

LINCOLN NATIONAL serves the public through qualified representatives associated with its branch offices in the United States, Puerto Rico, the Canal Zone, the Philippines and Hawaii.

ITS NAME INDICATES ITS CHARACTER

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana

Skiers' Wedding CONTINUED

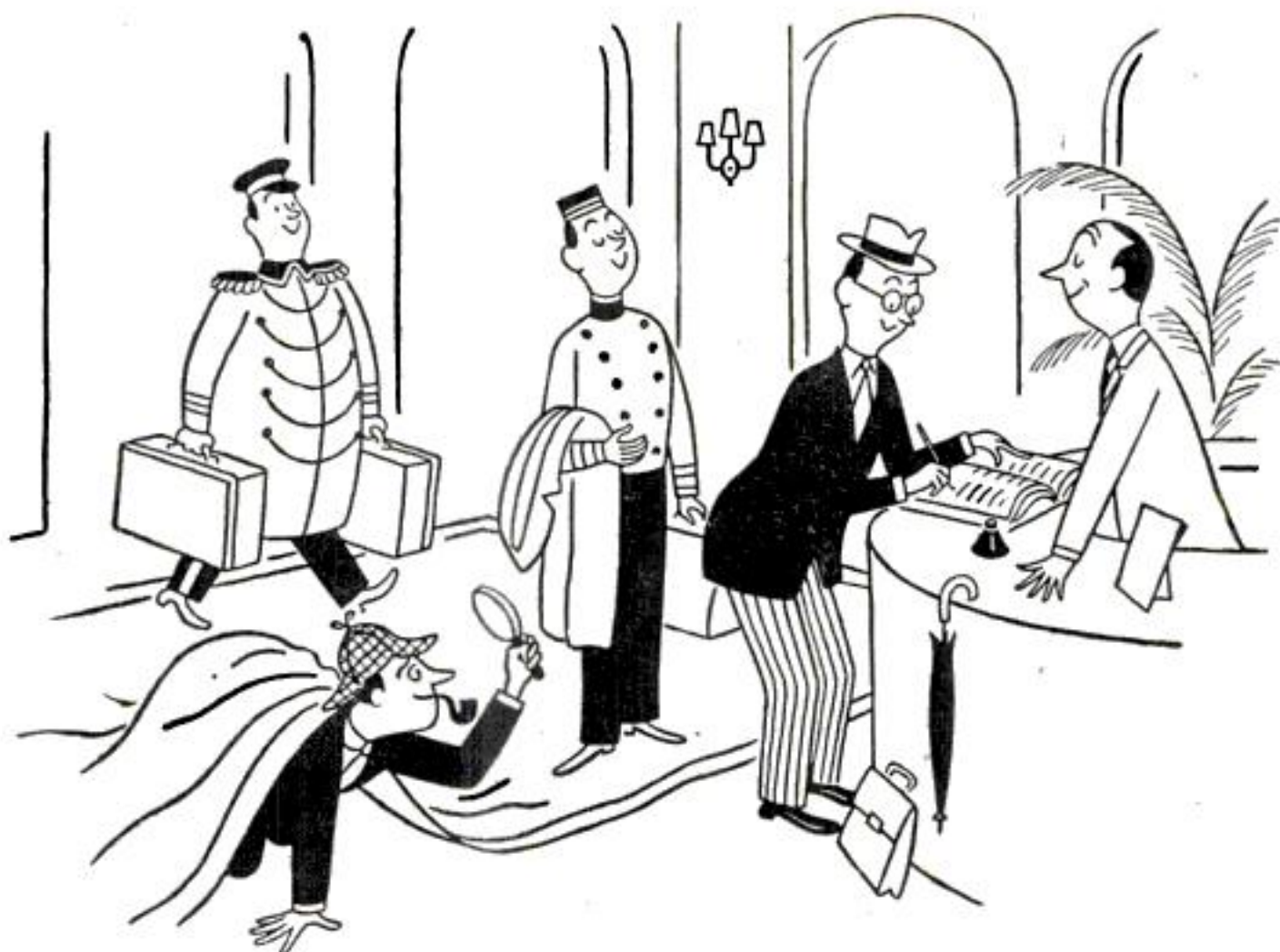


LEAVING THE CHURCH, the newlyweds duck under an archway of ski poles held by friends of the groom and members of the Dartmouth ski team.

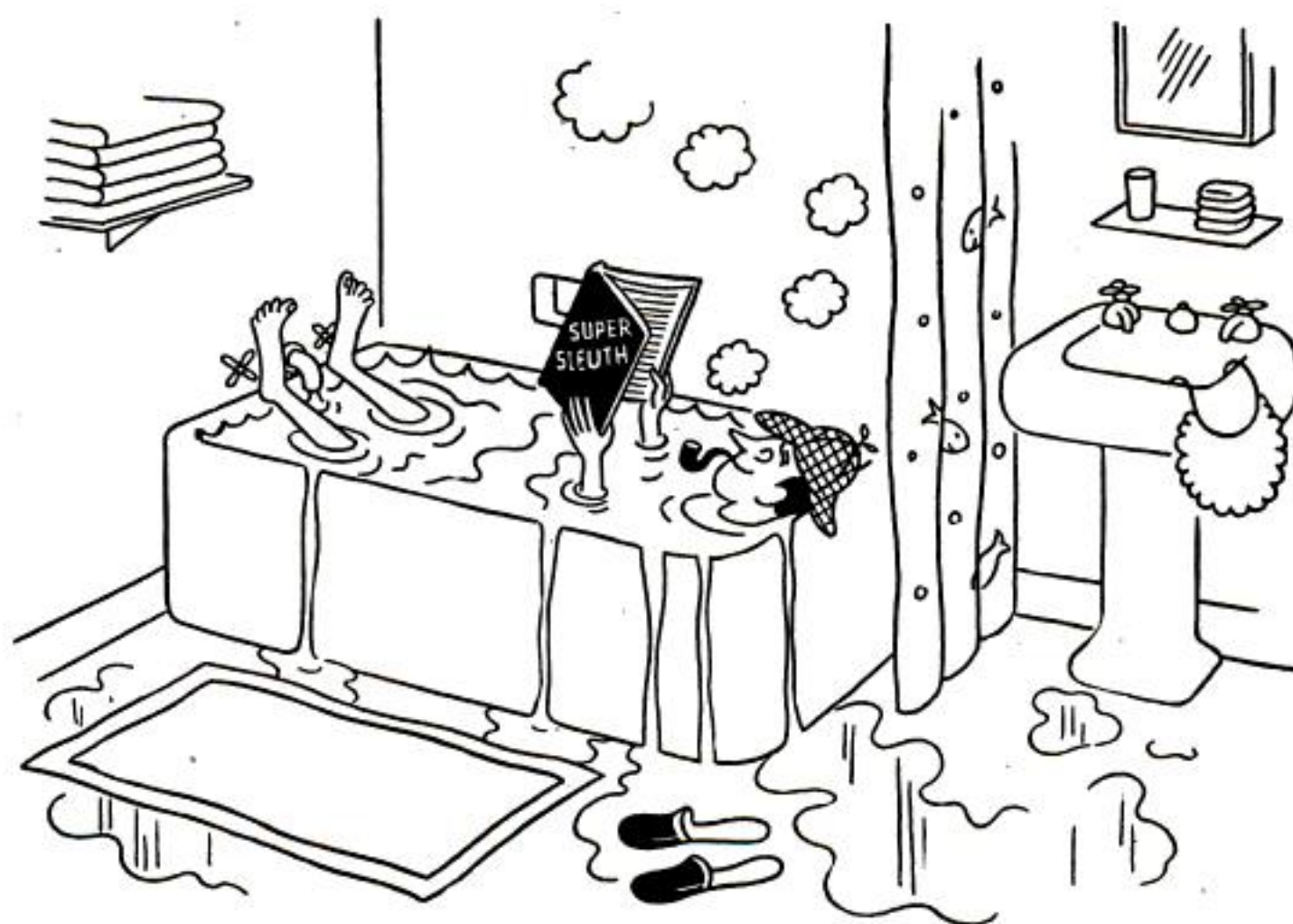


TRADITIONAL CUSTOM of carrying bride over threshold gets a new lift as the groom hoists his wife into a truck equipped with sleeping bags and skis.

[CONTINUED ON PAGE 38](#)



1. You don't have to be a detective to detect something special about a Statler Hotel. A warm welcome; friendly, old-fashioned hospitality; and courteous, interested service make it obvious that Statler is one place where you really *are* a guest!



2. Even a super-sleuth couldn't find anything missing in a Statler bathroom. Piles of snowy-white towels, cakes and cakes of lather-y soap, floods of steaming hot water, sterilized drinking glasses, even ice water on tap, and *lots* of other Statler conveniences.



3. To solve the secret of a good night's sleep, be an *undercover* man. Just climb under the covers of the bed that made Statler famous, and the foot-thick mattress with its 537 built-in coil springs will help you detect just how super-comfortable a bed can be.



4. No mystery about the uniform excellence of Statler meals, either. They're off to a *good* start with the finest foods money can buy. They're made *better* by skilled Statler chefs. So, of course, they end up by being just about the *best* meals in any Statler city.



5. And there's one more clue to Statler's popularity. You don't need bloodhounds to locate the business, shopping, or theater districts . . . they're *all* conveniently close when you stay at a Statler.



HOTELS STATLER IN
 BOSTON • BUFFALO • CLEVELAND
 DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED
 HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
 NEW YORK PITTSBURGH

PROTECT YOUR FUTURE WITH U. S. SAVINGS BONDS!



VIEW FROM THE CHURCH shows the bride and groom skiing under one of the towering elms that line Hanover's village streets. On the morning of the wedding the

bride and her attendants decorated the church with white bows and pine branches. The new Mrs. Meservey has been skiing for only two years but she is learning fast.

QUALITY OF PRODUCT
IS ESSENTIAL TO
CONTINUING SUCCESS

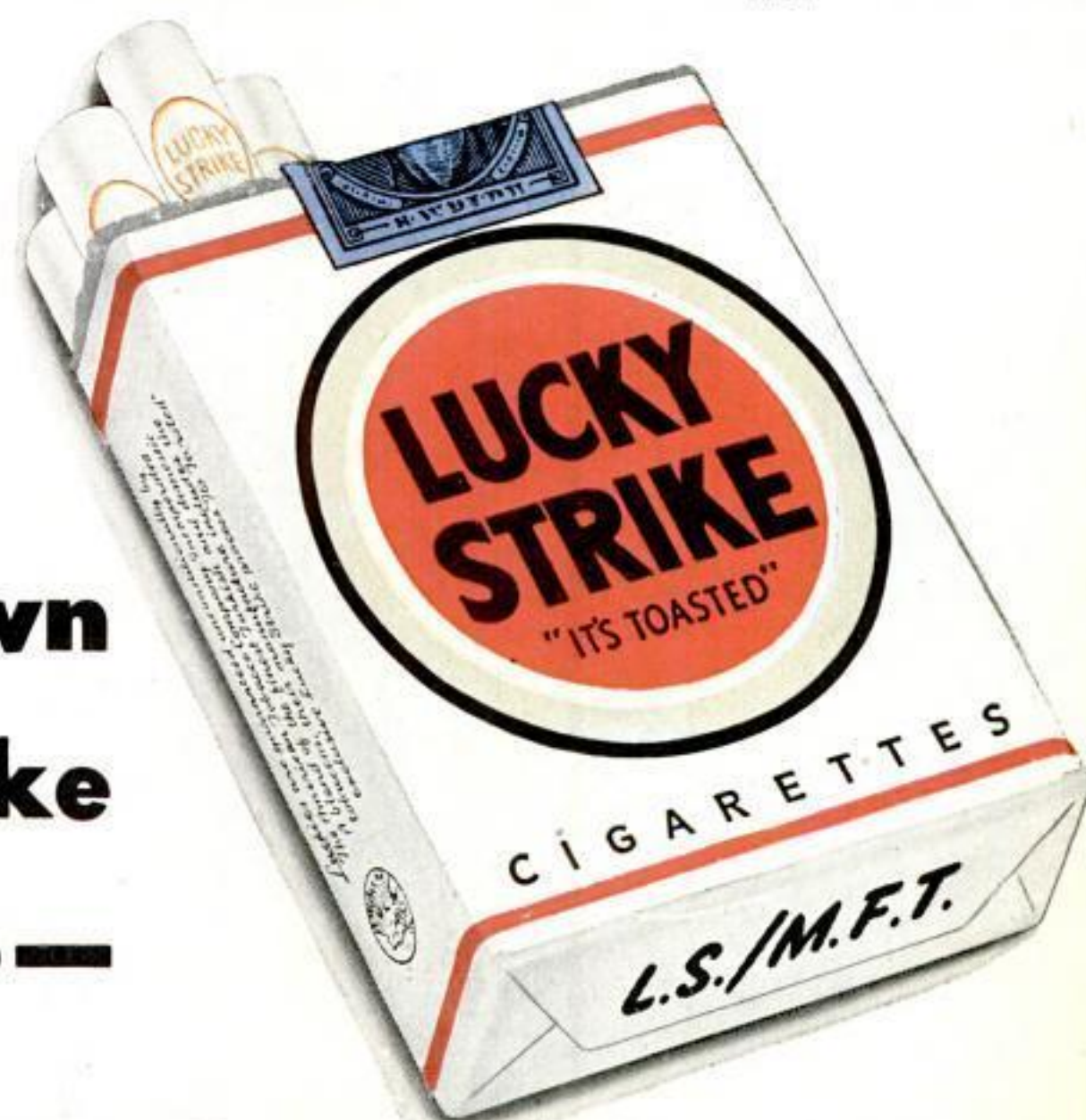
L.S./M.F.T.



Copyright, The American Tobacco Company

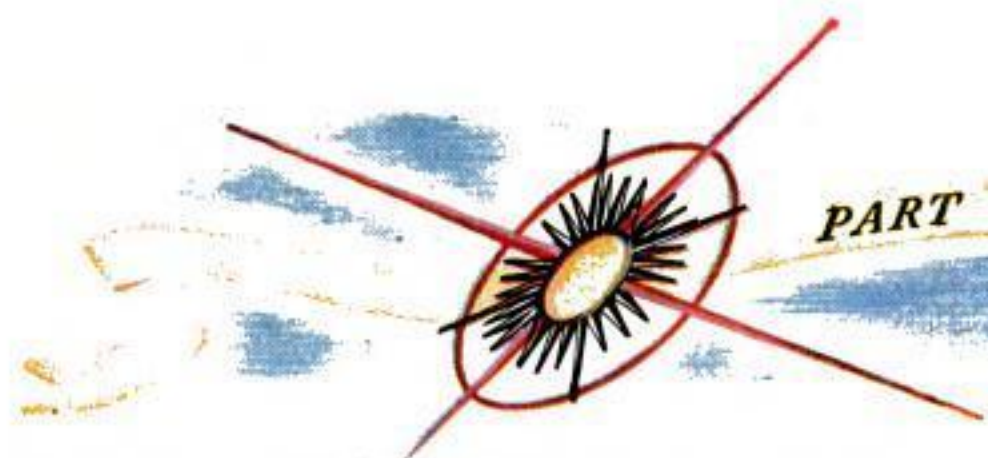
L.S./M.F.T.

**For your own real deep-down
smoking enjoyment... smoke
that smoke of Fine Tobacco—**



LUCKY STRIKE

Copyrighted material



PART OF THE AMERICAN SCENE

Home Town



"The Return," by Paul Sample, artist-in-residence at Dartmouth College. This painting was recently shown in the Carnegie Institute's Annual Exhibition



and it's Maxwell House wherever you go

• The friendly, familiar home town that lives so vividly in the memories of those who have left it—that welcomes so warmly those who return. North, South, East, or West, it's a beloved part of the American Scene.

Like these neighborly villages and towns, Maxwell House, too, is part of the American scene—for in this great nation of coffee lovers Maxwell House is enjoyed by more people than

any other brand of coffee in America!

To give it *extra* flavor, many choice Latin-American coffees are expertly blended for *mellowness . . . vigor . . . richness . . . full body*, then "Radiant Roasted" to develop the *full* flavor goodness. No wonder, all over this land of ours, it's Maxwell House wherever you go!

Tune in . . . Maxwell House Coffee Time . . . starring George Burns and Gracie Allen, NBC, Thursday night.

Good to the Last Drop

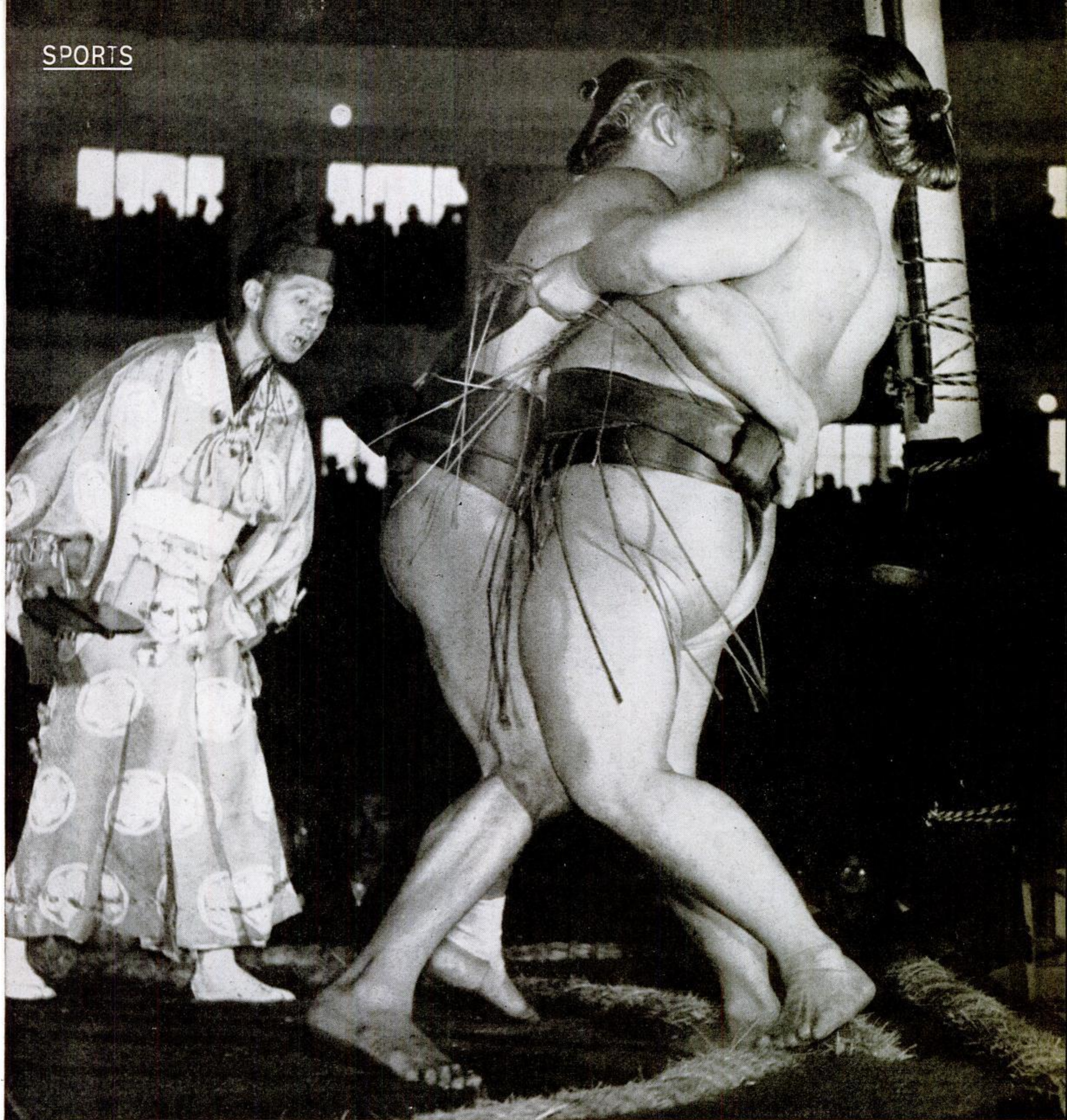
No wonder it's bought and enjoyed by more people than any other brand of coffee at any price.



MAXWELL HOUSE, TOO, IS PART

OF THE AMERICAN SCENE

A Product of General Foods



WHILE REFEREE STANDS BY, A "SUMO" WRESTLER (RIGHT) GRABS OPPONENT'S SASH TO TOPPLE HIM OVER. GRASS AT WAISTS SIGNIFIES CHAMPIONSHIP MATCH

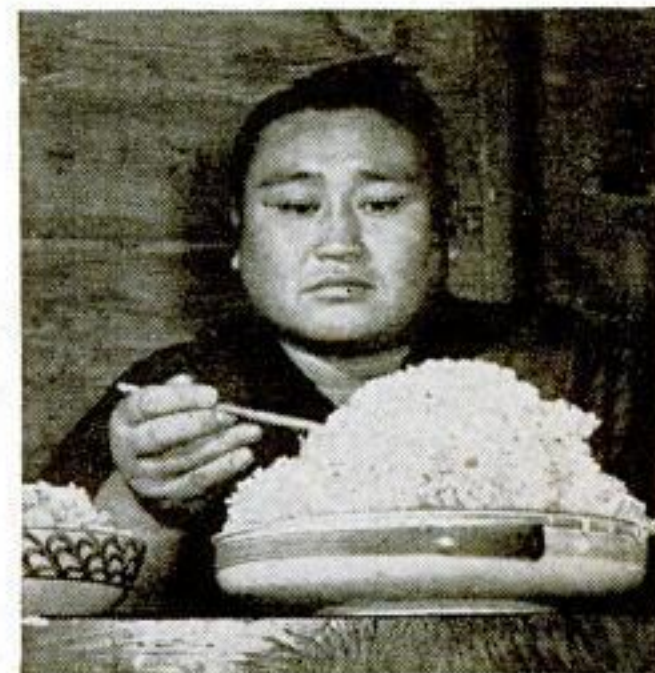
JAPANESE WRESTLERS

They still grunt for their daily rice, but food shortages have made them thin

To the average Western wrestling fan the out-sized athletes shown above would not seem to be suffering from malnutrition. But the acute rice shortage in Japan has shrunk the nation's wrestlers so much that some of them now weigh only about 250 pounds.

Japanese wrestlers have to be big and placid. Their sport, which they call *sumo*, dates back to 73 B.C. and is characterized mainly by brute strength. Contestants start a

match crouching and staring at each other until each senses that the other is ready. This takes as much as seven minutes. When they finally lunge at each other, each tries to dump the other on the floor. One usually succeeds in 15 seconds, and the match is over. This sport had a revival during the war and became one of the most popular in Japan. But now that the Japanese are starting to copy the West again, *sumo* is gradually being replaced by American baseball.



WRESTLER'S LUNCH dwarfs average Japanese lunch (left). Fans donate some of their share to wrestlers.

THE COIN-OPERATED LAUNDRY-STORE



USING BENDIX AUTOMATIC LAUNDRIES

Your whole week's wash done in 30 minutes— WHILE YOU SHOP!



AUTOMATIC! . . Mrs. Mary Adams puts wash in Bendix. A trained attendant helps. Each Bendix takes up to 9 lbs., Mary uses two. "Simple as pie, nothing more to do!"



THRIFTY! . . Mary drops coin in meter to start Bendix. Click! Bendix does all the hard work. It tumble-washes, triple-rinses and damp-dries . . . "And it costs so little!"



CONVENIENT! . . While Bendix does all her wash automatically, Mary has 30 minutes to shop in nearby stores . . . "Sometimes I read, knit, or visit with my friends."



30 MINUTES! . . In addition to doing a beautiful white wash—everything sweet and clean—Bendix does extra jobs . . . "Bath mats! Blankets! Curtains! Slip covers!"

"NO MORE WASHDAY DRUDGERY!"

NOW OPERATING IN FORTY THREE STATES



"Launderette" stores are operating in 43 states—coast to coast! "Launderette" is a trademark of Telecoin Corporation, and identifies stores which have adopted the standards of service and sanitation of Telecoin Self Service System. "Launderette" stores are individually owned and operated under agreement with Telecoin Corporation, 12 East 44th Street, New York 17, N. Y.

LOOK FOR THIS SIGN IN YOUR NEIGHBORHOOD

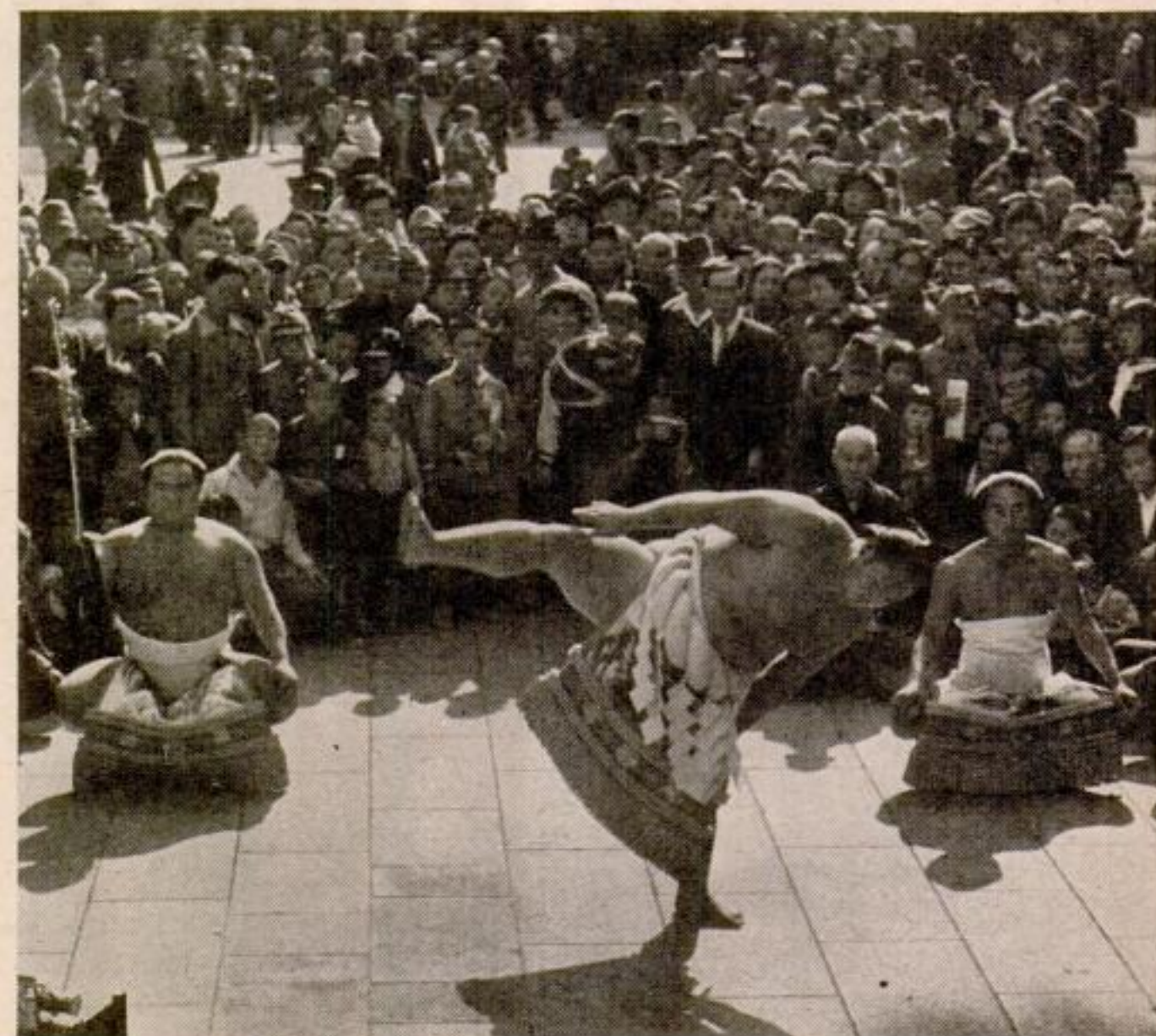
Japanese Wrestlers CONTINUED



PURIFYING THEMSELVES for fair play, Japanese wrestlers rub sand under arms before match begins. Another ritual is purifying floor of ring with salt.



FORE AND AFT views of champion wrestler's ceremonial apron show patron's name in silk across the bottom (left), rope denoting sumo rank (right).



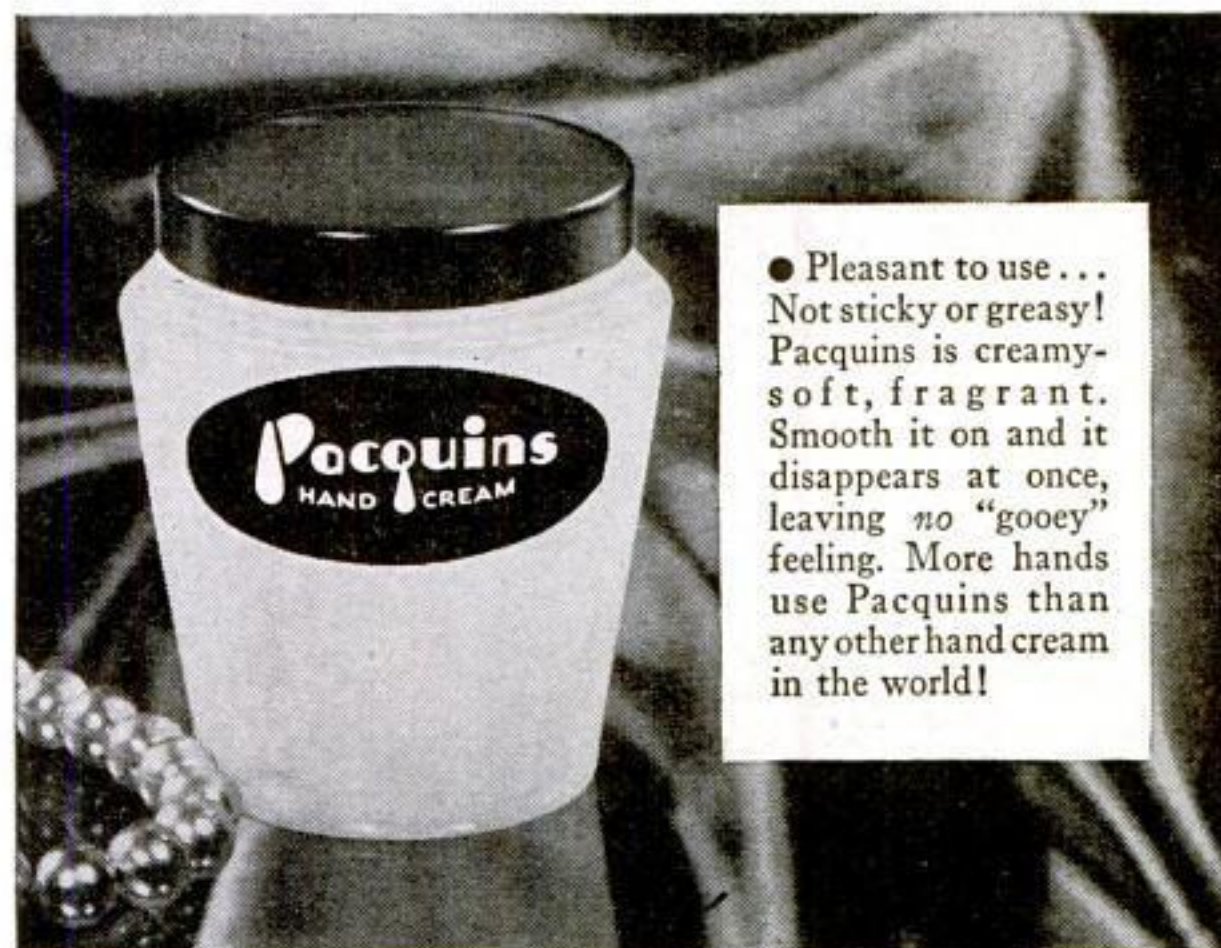
CORTLY CALL is paid by wrestler, who makes ceremonial steps before Meiji Shrine. He does this to please Meiji's spirit on late emperor's birthday.

CONTINUED ON PAGE 44

"I knew by her hands which were

White as Milk

that she lived in a world
of satin and silk"



Ladylike softness for your hands in spite of
daily dishwashing...

If you're a "hep" housewife,
you'll avoid dry, red, rough-
looking hands, with Pacquins
Hand Cream. Pacquins is a
genius at keeping your hands
on the whiter, softer side of life!
Use Pacquins often. See if your
hands don't soon take on a
fresh, "cared for" look!



Pacquins was first made for Doctors and Nurses



Pacquins was originally for-
mulated for the special
needs of doctors and nurses,
who scrub their hands thirty
to forty times a day. That's
much harder on hands than
housework; so, if Pacquins
helps them... just imagine
how much it can do for your
hard-working hands.

Pacquins HAND CREAM

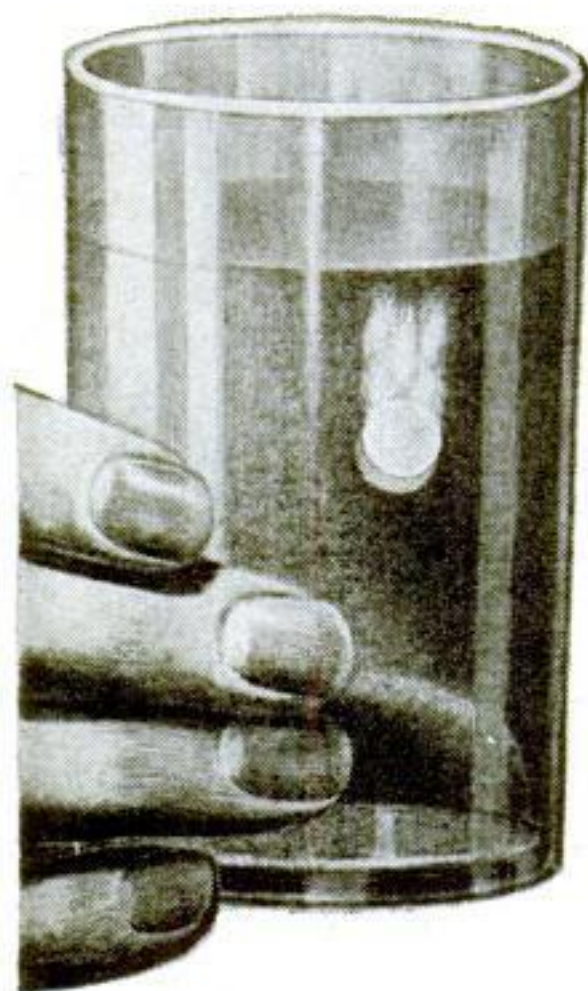
AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE

IT HAPPENS
WITHIN

TWO SECONDS

Within two seconds,
an iceboat racing madly under
full sail, can actually
triple its speed!

Test shows how fast Bayer
Aspirin acts in your stomach!



And as this glass-of-water
test proves, within 2 seconds
after you take Bayer Aspirin,
it's ready to go to
work, to bring

FAST PAIN RELIEF



The acceleration of an iceboat
—and the action of Bayer
Aspirin—are both amazingly
fast. And Bayer Aspirin's speed—the re-
sult of **three manufacturing steps in-
stead of only one**—is mighty important
when you have an ordinary headache,
neuritic or neuralgic pain. Bayer Aspirin
means quick relief because it's actually
ready to go to work in two seconds.

In addition, Bayer Aspirin's single

active ingredient is so remarkably effec-
tive **doctors regularly prescribe it for
pain relief . . .** is so gentle to the system
mothers give it even to small children
on their doctors' advice.

So when you buy—ask for Bayer
Aspirin. **No other pain reliever can
match its record of reliability . . .** its
record of use by millions of normal
people—without ill effect. Remember—
it's one thing you can take with confidence.

*Always ask for
genuine*

BAYER ASPIRIN

Japanese Wrestlers CONTINUED



WRESTLING ARENA in Tokyo is built on location of prewar arena that
was bombed by B-29s and is called "Memorial Hall" for U.S. athletes killed in
war. Ring's canopy is supported by posts named after four seasons of the year.



END OF MATCH comes as wrestler falls. He is defeated as soon as any
part of his body except his feet touches floor of the ring. Sumo has 48 well-
defined holds, but American tricks of slugging, pinching and jujitsu are illegal.



ONLY RCA VICTOR MAKES THE VICTROLA



The CRESTWOOD . . . Here's Model 612V3
in this great series . . . hear it re-create the brilliant, new
RCA Victor Red Seal recording of Rachmaninoff's Concerto #2 in C Minor.

FINEST TONE SYSTEM IN
RCA VICTOR HISTORY . . .
This symbolizes the "Golden
Throat," RCA Victor's exclu-
sive 3-way Acoustical System.
This thrilling development is
explained technically in an
illustrated booklet attached
to RCA Victor instruments.

In this superb Victrola* the "Golden Throat" reaches new perfection

—with new RCA Victor FM radio reception
—with exclusive new "Silent Sapphire" pickup

Here's a radio-phonograph you'll be proud indeed to own! Born in the great RCA Laboratories at Princeton, it's a superb postwar instrument of real distinction.

It introduces the all-in-one control unit—shown rolled out, above. Here—compact, precision-built—is your complete radio chassis *and* your automatic record-changer! It glides in and out at a touch, a masterpiece of beauty and convenience. No lid to lift!

FOR RADIO RECEPTION (in addition to short-wave and standard bands) you have RCA Victor FM—Frequency Modulation at its finest. Two separate tone controls. Push-button tuning. And above all you get the full beauty of the famous RCA Victor "Golden Throat."

FOR RECORD PLAYING there's the exclusive "Silent Sapphire"—a permanent pickup which adds years to the life of your records. Even scraping the tone arm accidentally across the record does no damage. 4 roomy record compartments. Record-changer plays up to twelve records automatically.

*"Victrola"—T. M. Reg. U. S. Pat. Off.



When playing—either records or radio—your set can be closed like this.

**THE "SILENT
SAPPHIRE"
PICKUP**

Exclusive with RCA Victor, the "Silent Sapphire" is a precious jewel-point pickup. It "floats" in the grooves of your records, sends music electrically to the "Golden Throat." No needles to change, no "hiss," no annoying needle chatter . . . You will find your records last longer.

RCA VICTOR

RADIO CORPORATION OF AMERICA



Straight from the heart!



Cupid can't miss with ammunition like this—shirts, ties, sport shirts, pajamas and famous Wolsey socks aimed straight and true at the man who *cares*! Colors and styles as fresh as a new romance—quality that stays faithful to the end. Stock your Valentine arsenal now! Phillips-Jones Corp., New York 1, N. Y.

Van Heusen
shirts • ties • pajamas • sport shirts

MOLASSES BROWNIES

take no sugar...no shortening!



**ANOTHER MAGIC RECIPE!
ANOTHER EAGLE BRAND
SUCCESS!**

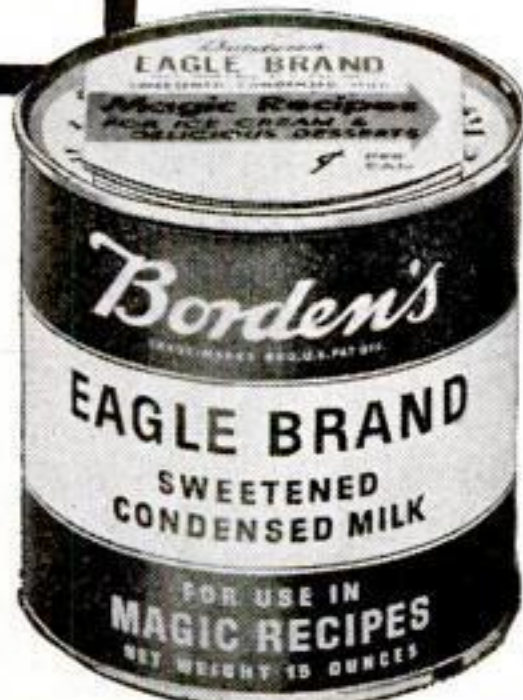
Magic Recipe for Molasses Brownies

1½ cups (15-oz. can) Eagle Brand
Sweetened Condensed Milk
Dash of salt
¼ cup molasses
2 cups graham cracker crumbs
1 cup chopped nut meats
½ teaspoon vanilla

Mix Eagle Brand Sweetened Condensed Milk, salt, molasses, graham cracker crumbs, nut meats, and vanilla. Blend thoroughly. Spread mixture in 8 x 12-inch pan greased and lined with waxed paper. Garnish as desired. Bake in moderate oven (350° F.) 15 minutes or until set. Turn from pan and remove paper at once. Cool, cut into squares. Makes about 24 brownies.

**NEW!
LUSCIOUS!**

**SO EASY
TO MAKE!**



© The Borden Company

Every Magic Recipe is planned and tested to give you perfect results... with a minimum of fuss and trouble! Every recipe is built around Eagle Brand, the original Sweetened Condensed Milk, made to meet Borden's high-quality standards. It's a creamy-rich blend of the purest whole milk and sugar.

For recipes for dozens of delicious candies, cookies, puddings, ice creams, send post card for FREE Book of Eagle Brand Magic Recipes to Borden's, 350 Madison Ave., Dept. L-247, New York 17, N.Y.

Ina Claire CONTINUED



"THE QUAKER GIRL" (1911) was Claire's second Broadway show, her first musical hit. She was then 16.



"ZIEGFELD FOLLIES" (1915) featured imitation (above) of Actress Jane Cowl and other Broadway stars.



"POLLY WITH A PAST" (1917), her first play, was a bit of nonsense about a maid who disguised herself as a French adventuress to help a man. Directed by the famous David Belasco, it established Claire as a real actress.



"THE GOLD DIGGERS" (1919), daring for its time, purported to show the love life of Broadway chorus girls. It introduced Claire as a full-fledged star. Here her swanky champagne partner is Bruce McRae, a matinee idol.



AT 5: A BUTTERFLY AT DANCING SCHOOL



AT 6: A DAPPER EXPERT AT CAKEWALK



AT 7: JACK IN "JACK AND BEANSTALK"



TODAY INA CLAIRE COMBINES DIGNITY WITH HER FAMOUS CHARM. PHOTOGRAPH AT RIGHT IS HER HUSBAND



FROM DRAWINGS BY FRUEH IN "THE NEW YORKER"

She has made a career of bringing civilized laughter to the U.S. stage

More than any other actress, Ina Claire has brought civilized laughter to the U.S. stage. This season, after five years' absence, she is back on Broadway to resume her notable career, which is traced in pictures on this and the following pages. In *The Fatal Weakness*, by George Kelly, she plays a romantic wife who loses her husband to another woman simply because she is too fascinated by their romance to break it up. While the play itself is no more than an amusing parable, it enables Claire to display her lifelong talent for turning a trivial show into a personal triumph.

Ina Claire was born in Washington, D.C. with a tipped-up nose and yielding chin that suggested both humor and beauty. After early days as an amateur actress (see left) she went into vaudeville, stepped ahead into musical shows where she did imitations of Harry Lauder, then to a series of farces, and finally to high comedy. A favorite of caricaturists (see drawings above) and of critics, she particularly delighted the late Alexander Woolcott, who praised her charming comedy as "touched with the nicest banter and alight with the most delicate mockery."

AHEAD OF ALL OTHERS!



America's largest-selling dog food is **GAINES MEAL**
It nourishes **EVERY INCH** of your dog!

The limitless life in healthy, well-nourished dogs—the brightness in their eyes, the strength in their bodies, the wagging in their tails—it's not surprising that GAINES MEAL is the largest-selling dog food in America! The food that nourishes EVERY INCH of a dog pays big rewards to the lucky dog who eats it, and to the thoughtful master who feeds it.

But to nourish every inch of a dog, a food must supply so MUCH... so many things that meat alone is unable to supply. In GAINES there's every type of nourishment that dogs are known to need.

GAINES for ECONOMY!

As for economy, you will find GAINES right out in front. In fact you will find it more

economical to feed than any other type of dog food. Just mix GAINES MEAL with warm water—that's all you need! Or, if your dog goes for GAINES more eagerly when you add milk, gravy, soup, or meat—by all means please your dog. And if you wish to vary your dog's diet by giving him meat now and then, remember that *meat alone* is not an adequate diet, and it is no substitute for the balanced nourishment GAINES provides. GAINES should be the *main* part of every feeding, to make sure you nourish EVERY INCH of your dog.

GAINES is a Meal dogs love. A stand-by of veterinarians for over 17 years. Today's leading brand among breeders. Largest-selling dog food in America!

All this nourishment IN EVERY POUND OF GAINES!



To build strong bodies—as much proteins as in 1½ LBS. BEEF



Strong bones and teeth—the minerals that would be provided by 1¼ LBS. CHEESE



Energy—as much carbohydrates as in 2 QTS. COOKED OATMEAL



Vitality—as much iron as in ¾ LB. BEEF LIVER



Sleek appearance and glossy coat—the fats that would be provided by 1 OZ. BUTTER

And all the vitamins and minerals dogs are known to need... in more than required quantities

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy pellets

Send for FREE SAMPLE! (COUPON FOR YOUR CONVENIENCE)

Gaines Division, General Foods Corporation,
Box 12, Sherburne, N. Y.

(In Canada: General Foods, Ltd., Cobourg, Ont.)

Rush free sample of GAINES MEAL and GAINES KRUNCHON, together with illustrated dog booklet.

Name _____

Address _____

City _____ State _____

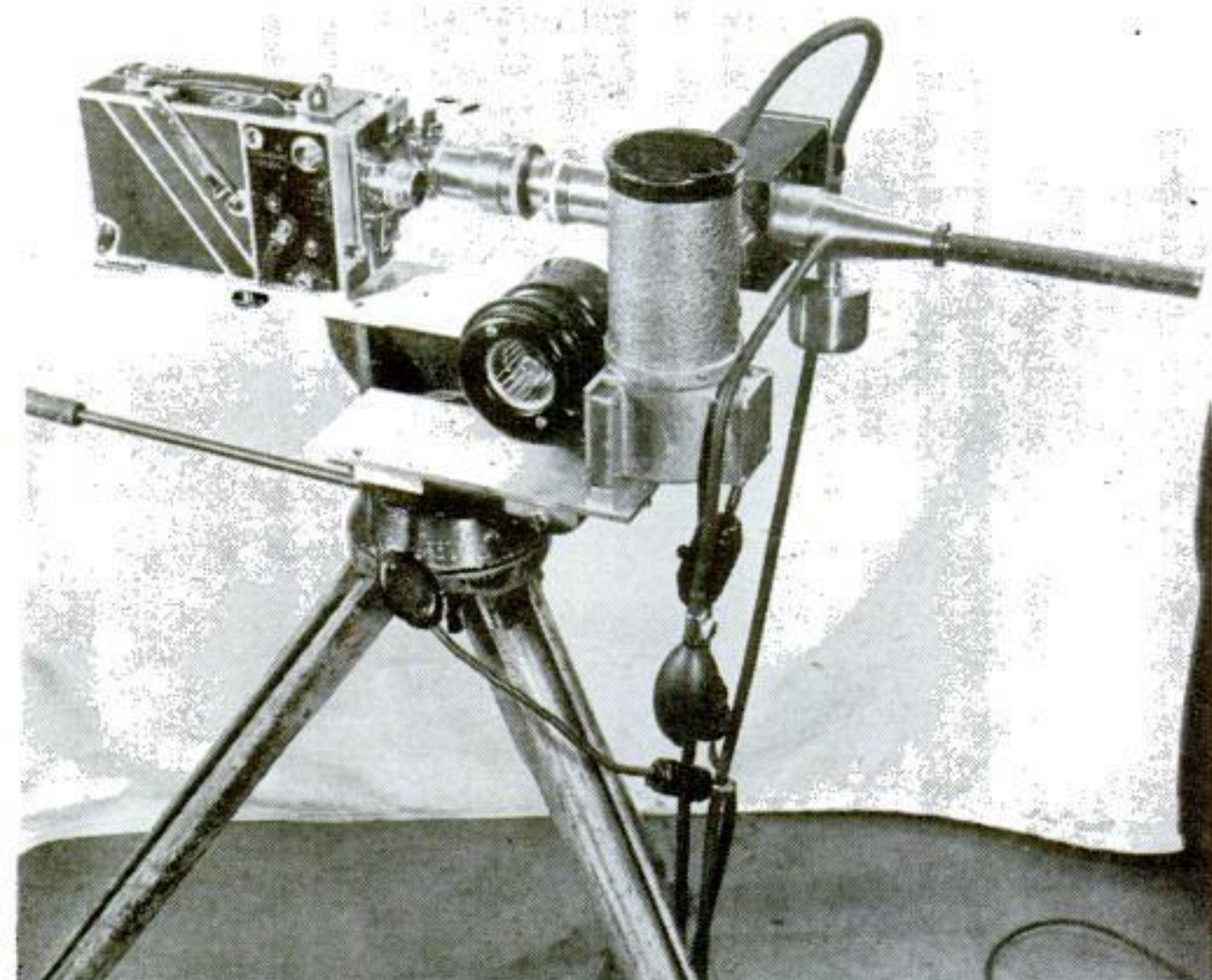
GAINES COMPLETE MEAL

"NOURISHES EVERY INCH OF YOUR DOG"

A Product of General Foods
Copyright 1947 by General Foods Corp.

Dog's Stomach CONTINUED

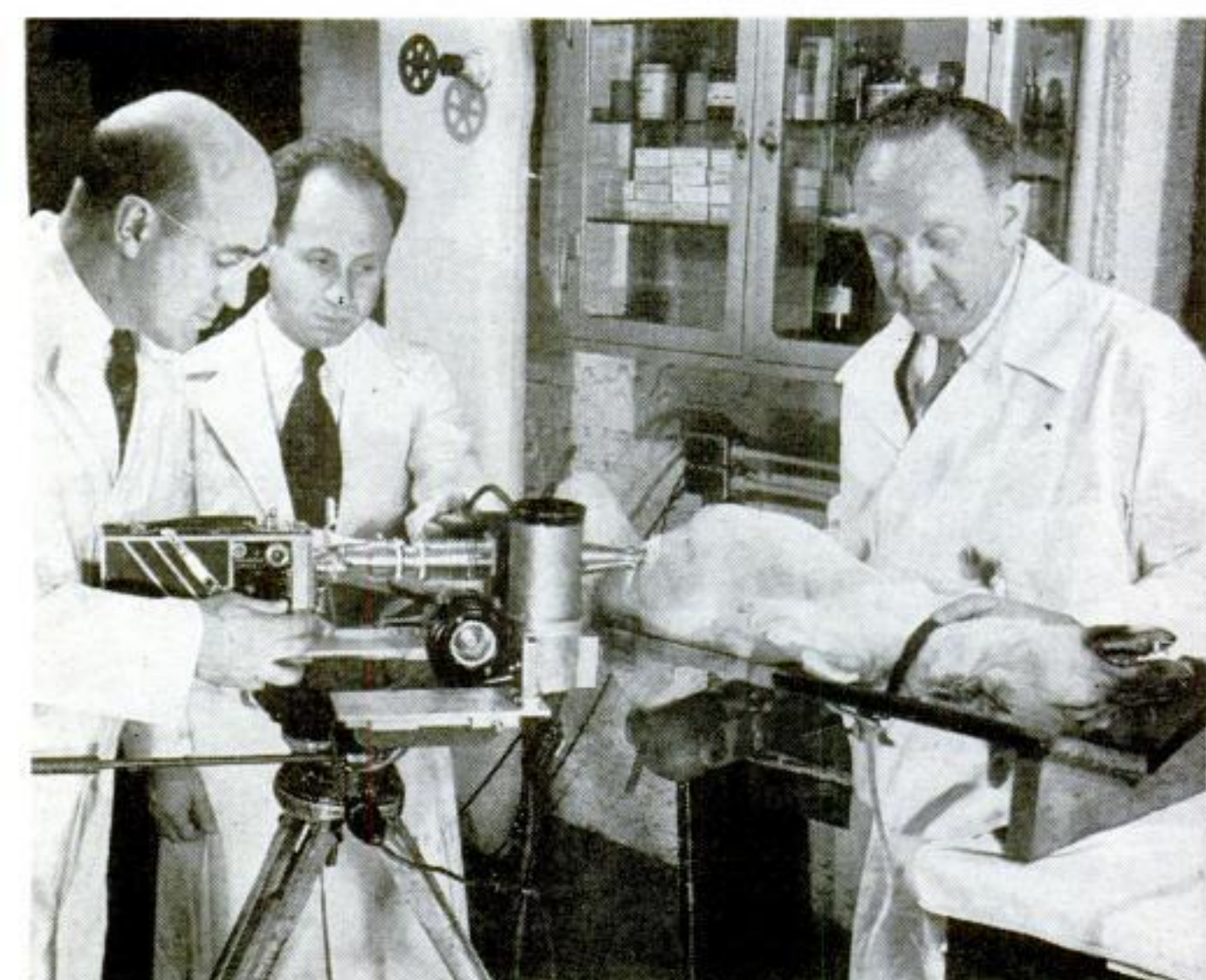
CAMERA SHOOTS THROUGH LIGHTED TUBE



STOMACH CAMERA makes motion pictures through a long tube which focuses a beam of light on the field of view. So much heat is generated by a 1,000-watt lamp that an electric fan (center) is needed to cool the apparatus.



TUBE IS INSERTED into the dog's stomach through a permanent incision in the abdomen. Camera tube is then pushed inside the first tube. Muscles of abdominal wall keep the incision firmly closed when work is not in progress.



STOMACH IS PHOTOGRAPHED by Floyd Ramsdell (left) and Mt. Sinai's Drs. Joseph Bandes (center) and Franklin Hollander. Although making the pictures is painless the dog is put under anesthetic to keep it from moving.

*** FREE
FLASHLIGHT
IF —**

*** That's right! . . . a free flashlight if yours is ever damaged by Ray-O-Vac Leakproof Batteries.** Ordinary batteries often ruin valuable flashlights by swelling, sticking or corrosion. Guard your flashlight against such damage by using Ray-O-Vac Leakproofs.

Buy Spares
**THEY STAY
FRESH**

READ THIS STEEL-CLAD GUARANTEE

If your flashlight is damaged by corrosion, leakage, or swelling of this battery, send it to us with the batteries and we will give you **FREE** a new comparable flashlight with batteries.

RAY-O-VAC
Leakproof

FLASHLIGHT BATTERIES

RAY-O-VAC COMPANY, MADISON 3, WISCONSIN

KINSEY'S FEBRUARY CALENDAR

| S | M | T | W | T | F | S |
|---|---|---|--|---|--|---|
|  | | | |  | | |
| | | | | 1 Victor Herbert born, 1859. | | |
|  2 Ground Hog Day. (The shadow knows!) | 3 Woodrow Wilson dies, 1924. | 4 U. S. forces enter Manila, 1945. | 6 First R.R. chartered in U. S., 1815. | | 7 Charles Dickens born, 1812. |  8 Boy Scouts of America chartered, 1910. |
|  9 Water freezes at 32° F. Be careful! | 10 Kinsey is blended with 55 years of "know-how"! | 11 Thomas A. Edison born, 1847. | 13 First State University (N.C.) opened, 1795. | |  14 It's Valentine's Day! Hooray for love! | 15 Battleship "Maine" blown up, 1898. |
| 16 Not Valentine's Day. Hooray for love anyway! |  17 War of 1812 ended by Treaty of Ghent, 1815. | 18 You learn something every day! |  20 Dr. Peary, N. Pole discoverer, dies, 1920. | | 21 That Kinsey Sour at left is delish! |  22 Washington's Birthday ...and that's no lie! |
| 23 U. S. flies first night mail, 1921. |  24 This is a lunar calendar. Who's lunar now? | 25 Enrico Caruso born, 1873. Mi-mi-mil |  26 "Buffalo Bill" Cody born, 1846. Bang! | | 27 First cigar rolling machine patented, 1833. | 28 Poor little Feb. -with only 28 days! |
| | | | |  | | |

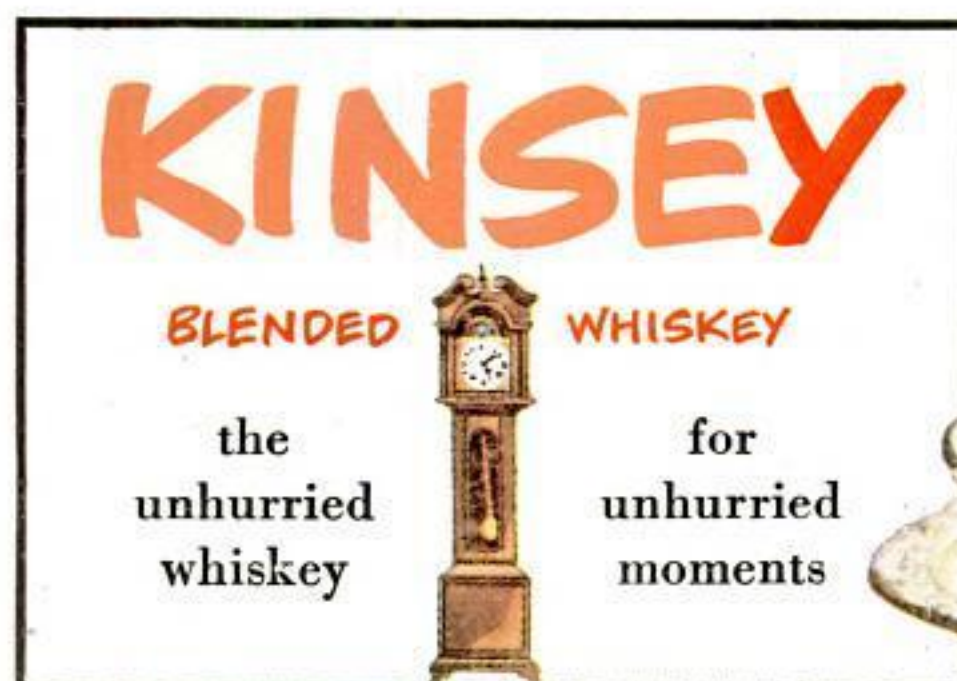
In February's leisure hours,
Enjoy delicious Kinsey Sours!

February is a short month, but you can make it long on drinking pleasure by mixing your Whiskey Sours with superbly smooth Kinsey Whiskey. Here's how:



Juice of $\frac{1}{2}$ lemon . . . $\frac{1}{2}$ teaspoon of powdered sugar or honey . . . 2 oz. of light, rich Kinsey Whiskey. Shake well with cracked ice and strain into glass. Fill with soda . . . and decorate with half-slice of lemon and a cherry.

Whatever your favorite drink, try it with Kinsey one of these wintry February days. We think you'll find Kinsey's full-bodied flavor so unusually good you'll stay with it all year 'round.



Copyright 1947 Kinsey Distilling Corp.

86.8 Proof. 65% Grain Neutral Spirits. Kinsey Distilling Corp., Linfield, Pa.

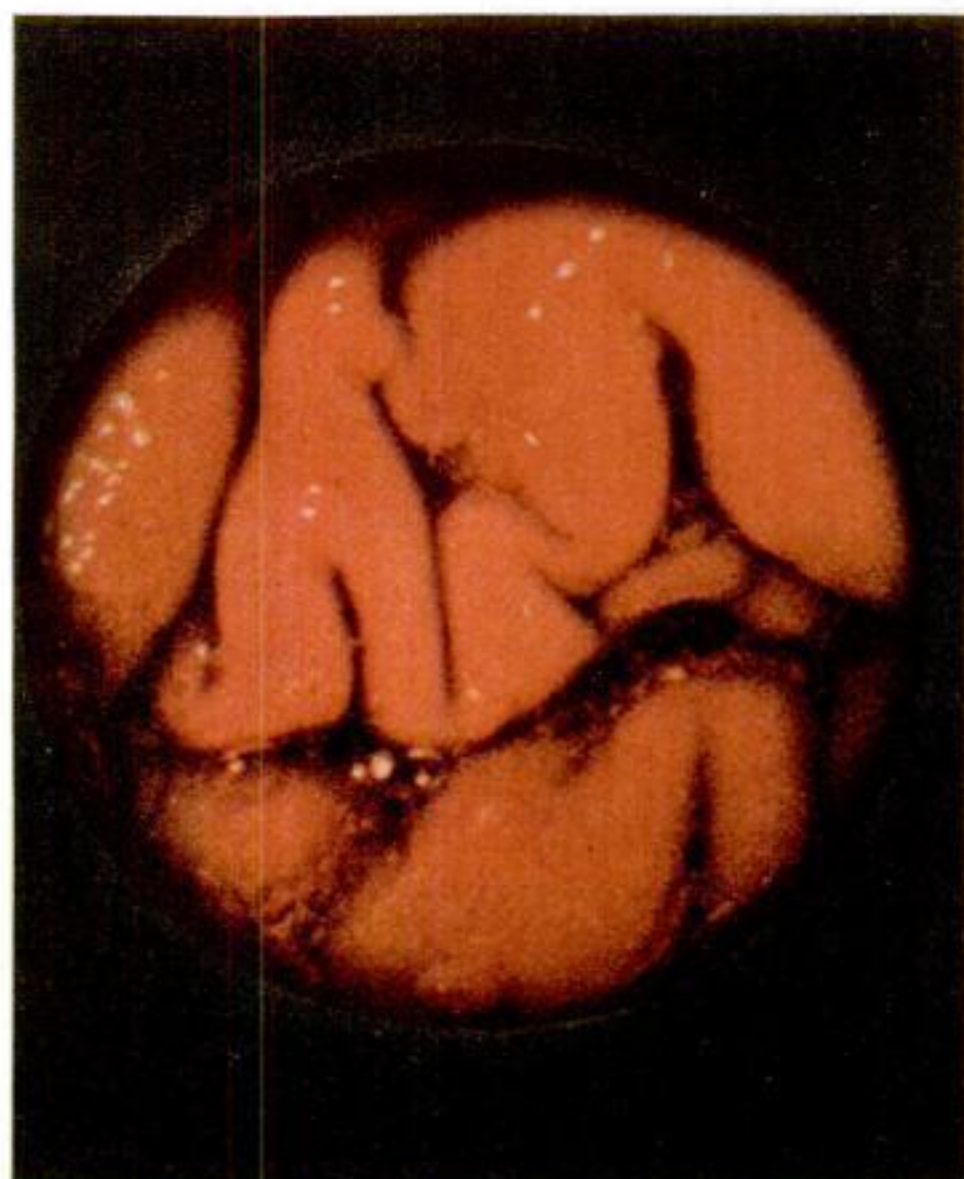


Since
1892

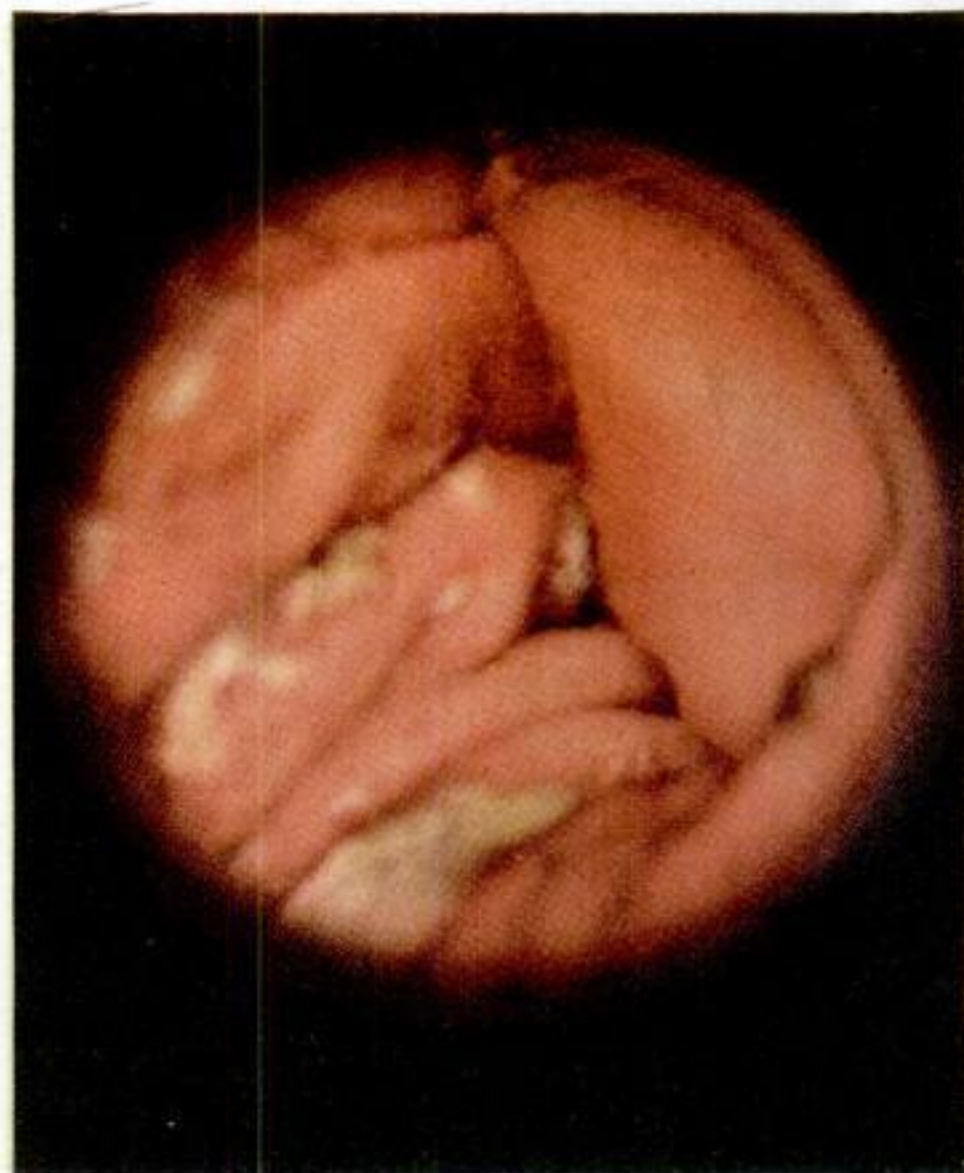
INSIDE THE STOMACH

Tests on dog show organ at work

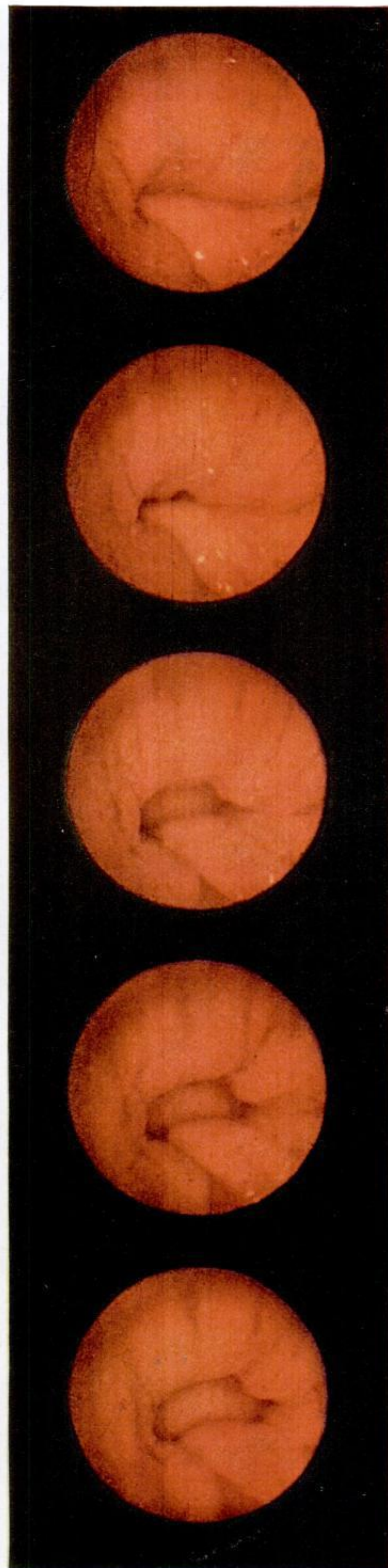
For three years doctors at New York's Mount Sinai Hospital have been photographing the inside of a living stomach. The stomach belongs to a co-operative little dog named Whisky, who does not seem to mind this invasion of privacy at all. The pictures on this page were made by special cameras through a permanent incision which has been opened in Whisky's abdominal and stomach walls. They show that the stomach is a violently active organ, letting in food (*left*) and letting out burps (*right*) with quick spasms of the cardiac orifice at its upper end. The cameras, which take both still and moving pictures, were designed and operated by Floyd Ramsdell of Radco, Inc. on a research project for Wyeth, Inc., a pharmaceutical concern. With such pictures Wyeth and Mount Sinai hope to learn more about how the stomach operates and thereby improve the treatment of stomach ulcers.



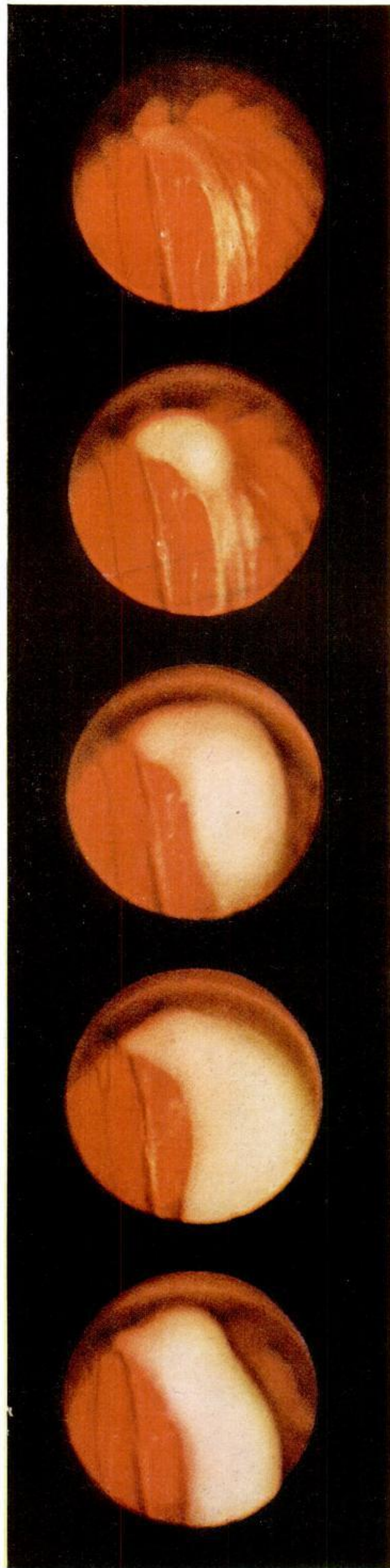
ALMOST EMPTY STOMACH has deeply puckered walls. At the bottom of picture is a pool of gastric juice with the furrows of the stomach wall reflected in it.



FOOD IS DIGESTED as it lies in the long folds of the lower part of the stomach. The deep opening at the top leads to the small intestine by way of the pylorus.



BELCH is recorded in series of photographs of orifice between the stomach and esophagus. Belch starts when closed orifice (*top*) opens to relieve pressure in stomach.



SWALLOW OF MILK squirting into dog's stomach is shown in strip running from top to bottom. Swallow first appears in second picture, tapers off in last.

CONTINUED ON NEXT PAGE



"THE AWFUL TRUTH" (1922) starred her as "a wayward but adorable woman." Her lover again is McRae.



"GROUNDS FOR DIVORCE" (1924) with Philip Merivale made her "America's leading comedienne."



"LAST OF MRS. CHEYNEY" (1925) presented her, Roland Young as a pair of charming jewel thieves.



"BIOGRAPHY" (1932), Behrman's serious comedy about a lady artist, revealed new dramatic depths in Claire.



"ROYAL FAMILY of Broadway" (1930) was Claire's best movie. Her first film was made as early as 1915.



"FATAL WEAKNESS," the current Claire play, has her as lady who gets dressed up for ex-husband's wedding.

CONTINUED ON NEXT PAGE



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THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

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Ina Claire CONTINUED



MOTHER pushed Ina's career, chaperoned her on Broadway. Above: Ina and her mother on Fifth Avenue, 1916.



FIRST HUSBAND was Newspaperman James Whittaker. They were married in 1919, were divorced in 1925.



SECOND HUSBAND was famous movie star, John Gilbert. They were married in 1929, divorced in 1931.



THIRD HUSBAND is Lawyer William Wallace, whom she wed in 1939. They have a home in San Francisco.

That's putting it **MILDLY!**



Zounds! WIVES I changeth often, but NOT my tobacco! It doth smoke so smooth, so sweet, so mellow —

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'Tis the Pipeline to Perfection!
'Tis the absolute monarch of tobaccos.
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PRESIDENT, CROSLLEY MOTORS, INC.

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Created by a 6'4" husky, the trim, streamlined body affords ample space—and leg-room—for 4 men equally large plus baggage. Yet the new, fine CROSLLEY weighs only about 1/2 as much and operates for approximately 1/2 the cost of heavier, more cumbersome and expensive cars advertised as "low priced", but actually costing far more!

No internal combustion engine in 40 years has caused as much comment as the new, revolutionary CROSLLEY COBRA (COPPER BRAZED). Made of steel, this 4-cylinder, valve-in-head engine weighs but 59 lbs.; delivers 35-50 miles per gallon of ordinary gasoline; speeds to 60-plus. You owe it to yourself to see and drive this new, fine CROSLLEY before you buy any car!

LOOK AT THESE FEATURES! ALL STEEL Construction. low center of gravity, great safety factors. MODERN Streamlining, "the Aircraft Flavor" gives extraordinary beauty. CAR WEIGHS only 1150 lbs., curbside; perfectly balanced, weight-to-power. EASY DRIVING, virtually "parks on a dime"; oversize shock absorbers. MORE MANEUVERABLE in traffic; 20 inches narrower than most cars. ECONOMY that's almost unbelievable; instant pick-up; speeds to 60-plus. DELIVERS for less than \$1000 in the U.S.A.

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Crosley Motors, 2531-B Spring Grove Ave., Cin'tl 14, O.



AS A GLAMOROUS CLOTHES HORSE, she has always been outstanding. In 1934 Paris couturiers voted her one of world's best-dressed women. Here in a Harper's Bazaar photograph she wears a dress she designed herself.

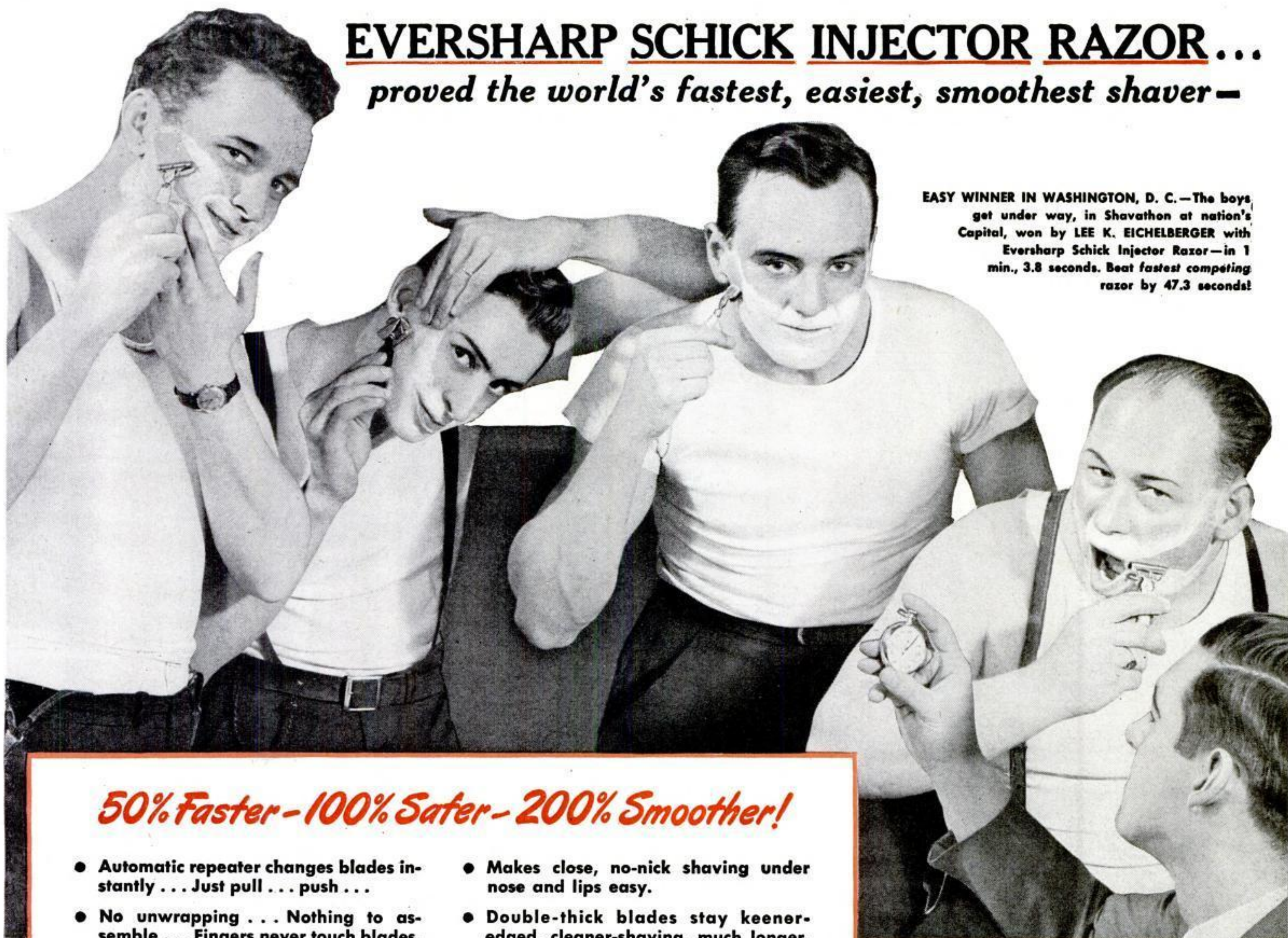
CONTINUED ON PAGE 56

SHAVES FASTEST AND EASIEST IN CAPITAL "SHAVATHON" TOO!

EVERSHARP SCHICK INJECTOR RAZOR...

proved the world's fastest, easiest, smoothest shaver—

EASY WINNER IN WASHINGTON, D. C.—The boys get under way, in Shavathon at nation's Capital, won by LEE K. EICHELBERGER with Eversharp Schick Injector Razor—in 1 min., 3.8 seconds. Beat fastest competing razor by 47.3 seconds!



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ALL FOR **\$1²⁵**

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World's Only Razor
With Automatic
Blade Changer

Keen new Eversharp Schick Blade instantly, automatically locks in correct shaving position.

My daughter... marry a *bank robber?*



"But I don't understand, sir. I've never robbed anyone..."

"Young man, only a bank robber could live up to your ideas. You've already told me how much you make, and I'll admit it's a good salary. But how can you give Martha those other things you're talking about... lifelong security... her own home... and retire yourself when you're 60? Those things take money, more than anyone your age is likely to have... unless he's robbed a bank to get it."

"That's where you're mistaken, sir. Why, almost anyone my age can do just what I'm doing... with the help of 'Insured Income'."

"And by 'Insured Income,' I suppose you mean me?"

"Not at all. I mean Mutual Life's 'Insured Income' Service. It's a new way of teaming up Social Security and life insurance to get the maximum benefits from each. It means Martha will always have the comfort and security you and I want her to have. And when I reach 60 I can retire, and Martha and I can enjoy the independent, leisurely life everyone dreams about."

"She's yours, my boy. Mutual Life? ... Insured Income Service? ... Security? ... Retirement? ... Hmm, guess I'll look up that Mutual Life representative myself!"

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Ina Claire CONTINUED

INA CLAIRE

Her great career does credit to taste of U.S. audiences

IN the heroine of George Kelly's current play, *The Fatal Weakness*, New York theater audiences encounter a sort of distaff equivalent of the male fire-buff—a lady who, instead of a compulsion for attending conflagrations, has one for attending weddings. This seemingly harmless devotion to vicarious romance eventually produces a denouement which should enable susceptible theater-goers to detect sinister overtones the next time they hear the strains of *Lohengrin*. Meanwhile, however, as played by Ina Claire, Mr. Kelly's lighthearted wedding-watcher has come to seem an altogether plausible and charming character whose method of handling her odd proclivity seems both touching and satisfactory. Miss Claire's reappearance may thus legitimately serve as the occasion for a brief appraisal of the career whose longest interruption it has terminated.

If it is true that a nation's character is reflected by its taste in entertainment and entertainers, there should be clues to the U.S. state of mind not only in the means whereby Ina Claire became the top U.S. stage comedienne but also in those which she ignored. In a series of some 23 productions she was never once the glum young woman whose boyfriend works overtime on the picket lines; the *Hausfrau* who battles with the injustice of fate on a prairie or on Main Street; the prostitute with a heart of gold and an anonymous daughter, nor any one of a great many other such admirable and familiar figures. Instead she was worldly, gay and concerned with the most elegant and attractive difficulties, wearing clothes to match, which set becoming fashions. Oddly enough, in an age when social content and the proletarian message were often deemed as essential to the drama as the footlights, this proved to be no handicap whatever.

Whenever Ina Claire appeared on the stage it became clear immediately from her accent, the tilt of her head and her first gesture that circumstances had long since fallen into the habit of treating her with deference and would, no doubt, continue to do so. In most of her roles she refused to be altogether serious about herself and seemed to consider her coiffure quite as important as her emotions. If, as may be the case, an actress becomes and remains a great star by adding to the parts she plays some characteristic of her own of which audiences approve, this, too, was valuable evidence. Possibly it meant that all Americans did not believe that good manners were incompatible with a warm heart and that they could welcome a world in which gaiety and charm, as well as virtue, found rewards.

It is true perhaps—as her not particularly successful detour to Hollywood suggested some years ago—that Ina Claire's appeal is a somewhat special one, limited both in expression and reception. For those who respond to it, it seems to be based not only on her beauty but also on a kind of exciting sanity, some hint that, if one takes the world on its own terms and understands them properly, civilization is pre-eminently great fun. In a period when comedy is mostly "screwball" and when sex appeal is often thought to exclude *savoir faire*, this is reassuring and pertinent and not likely to grow less so.

When a dramatic critic sets himself the task of picking the greatest American actress, it usually turns out that she is Ethel Barrymore, or Katharine Cornell, or Helen Hayes, or Lynn Fontanne. Ina Claire is rarely named on such occasions. But perhaps it is the special grace of such an actress that she would make such an accolade seem absurd. Certainly it is not to the detriment of the American stage that it has produced at least one comedienne who inspires, rather than such pretentious tributes, merely smiles, and reasoned compliments, and the feeling of delight.

—NOEL F. BUSCH

FOR FIVE little
INDIANS...



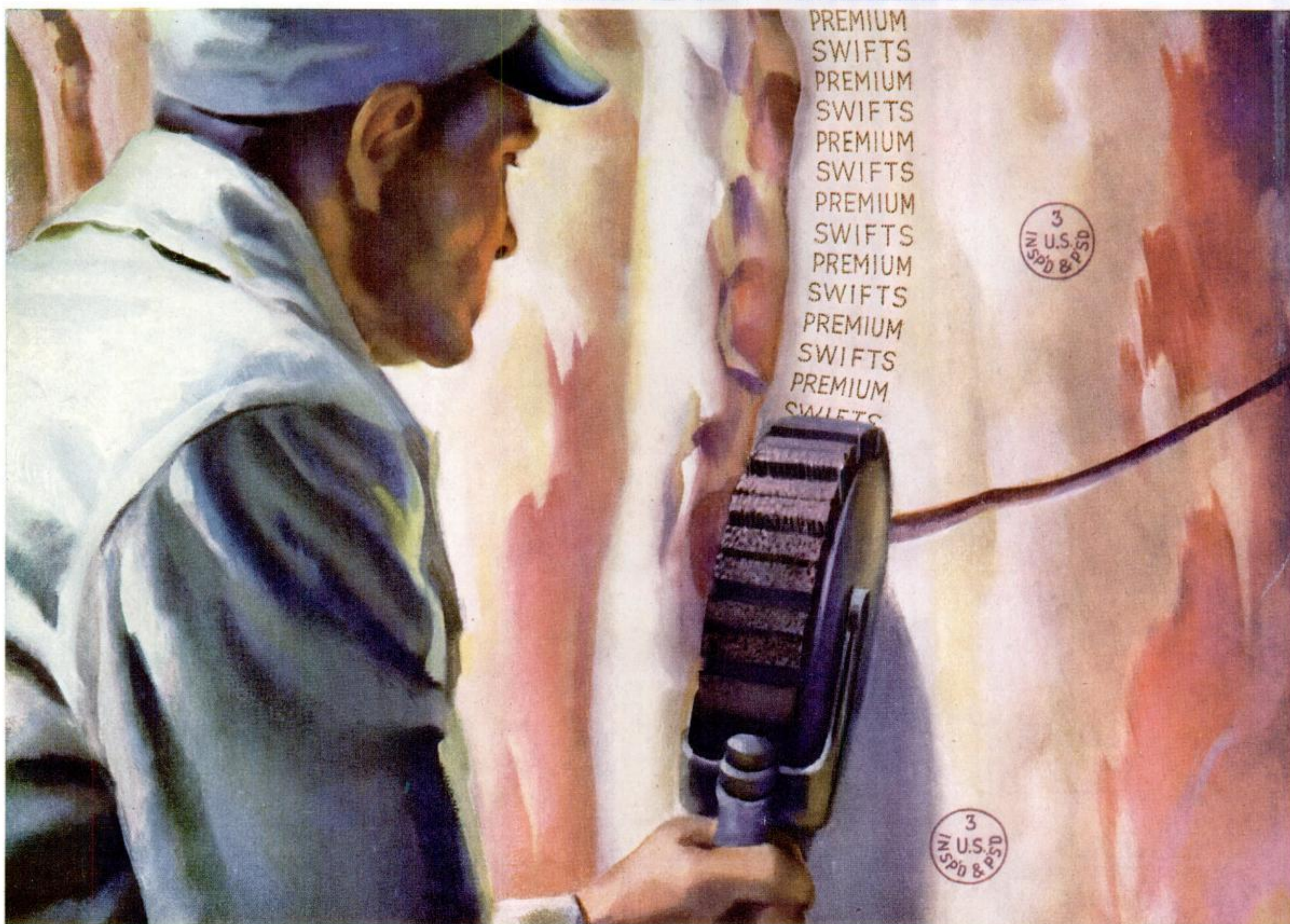
Five BIG HITS!



"Yummy," say they to the flavor of lime
And they vote for orange, too, every time;
Add pineapple, lemon, and sweet wild cherry
To make up the flavors that make kids merry,
And you've got the Five Flavor Life Savers pack
For which every youngster will always come back.



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2 out of 3 women can have

Lovelier Skin in 14 days!

YOU, TOO, may look for these
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Less oily, clearer

"My skin became less oily," Florence Boggs of Detroit, reports. Excessive oiliness often leaves skin blotchy-looking—robs it of that clear, lovely look. Yet the 14-Day Palmolive Plan brought definite gains to 89% of the women who had oily skin. See if it won't help *your* skin become less oily—clearer.

*Less coarse-looking,
smoother*

"Skin less coarse-looking in 14 days!" says Mary Kerr of Indianapolis. The 36 doctors reported almost two-thirds of all the women tested had smoother—actually finer looking skin. Reason enough for every woman who longs for a younger looking complexion to start the Palmolive Plan today!

Fewer tiny blemishes

Tiny blemishes—incipient blackheads, often caused by improper cleansing, respond in most cases to the 14-Day Palmolive Plan. "My complexion improved a lot," reports Alberta Carpenter of Philadelphia. The doctors found finer looking, clearer skins in over half the cases tested. See what Palmolive can do for you!

**DOCTORS PROVE
PALMOLIVE'S
BEAUTY RESULTS!**



DON'T WASTE SOAP
—it uses scarce materials!

Remember, 36 doctors—leading skin specialists—tested the Palmolive Plan on 1285 women, and *proved* it can bring 2 out of 3 a lovelier complexion in just 14 days! The women were all ages, from fifteen to fifty. Some had dry skins; some oily; some just average. After a careful examination by the doctors, they were given the Palmolive Plan to use at home. In only 14 days, the doctors agreed 2 out of 3 showed definite, noticeable improvement! Start *your* Palmolive Plan . . . today!

Here's the Plan Doctors Proved:

- A** Wash your face with Palmolive Soap!
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- C** Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect.



P.S. For Tub or Shower—Get the NEW, Big, Thrifty Bath Size Palmolive!



Fresher, brighter color

"Skin brighter, actually less sallow!" says Anna Lockwood of San Francisco, after testing the 14-Day Palmolive Plan. The 36 examining doctors report this same important improvement for 2 skins out of 3 among the 1285 women. See if this Plan won't bring you fresher skin—and in only 14 days!



STOVEPIPE HAT AND UMBRELLA, Lincolnian symbols, are now in possession of the Chicago Historical Society. In the hat, size 7½, Lin-

coln carried letters, checks, deeds, mortgages. He once had to apologize for failing to answer a letter that went astray when his hat was being cleaned.

HOW LINCOLN LOOKED

His black garments were wrinkled, graceless and not always adequate

by STEFAN LORANT

Stefan Lorant, a Hungarian by birth and a well-known European editor, became interested in Lincoln while in a German concentration camp. Since coming to the U.S. in 1941, he has made himself an authority on Lincoln. He has published *Lincoln, His Life in Photographs* (LIFE, Jan. 5, 1942), has another Lincoln book in preparation.

MR. LINCOLN stands six feet twelve in his socks, which he changes once every ten days. His anatomy is composed mostly of bones, and when walking he resembles the offspring of a happy marriage between a derrick and a windmill. . . . His head is shaped something like a rutabaga, and his complexion is that of a Saratoga trunk. His hands and feet are plenty large enough, and in society he has the air of having too many of them. The glove-

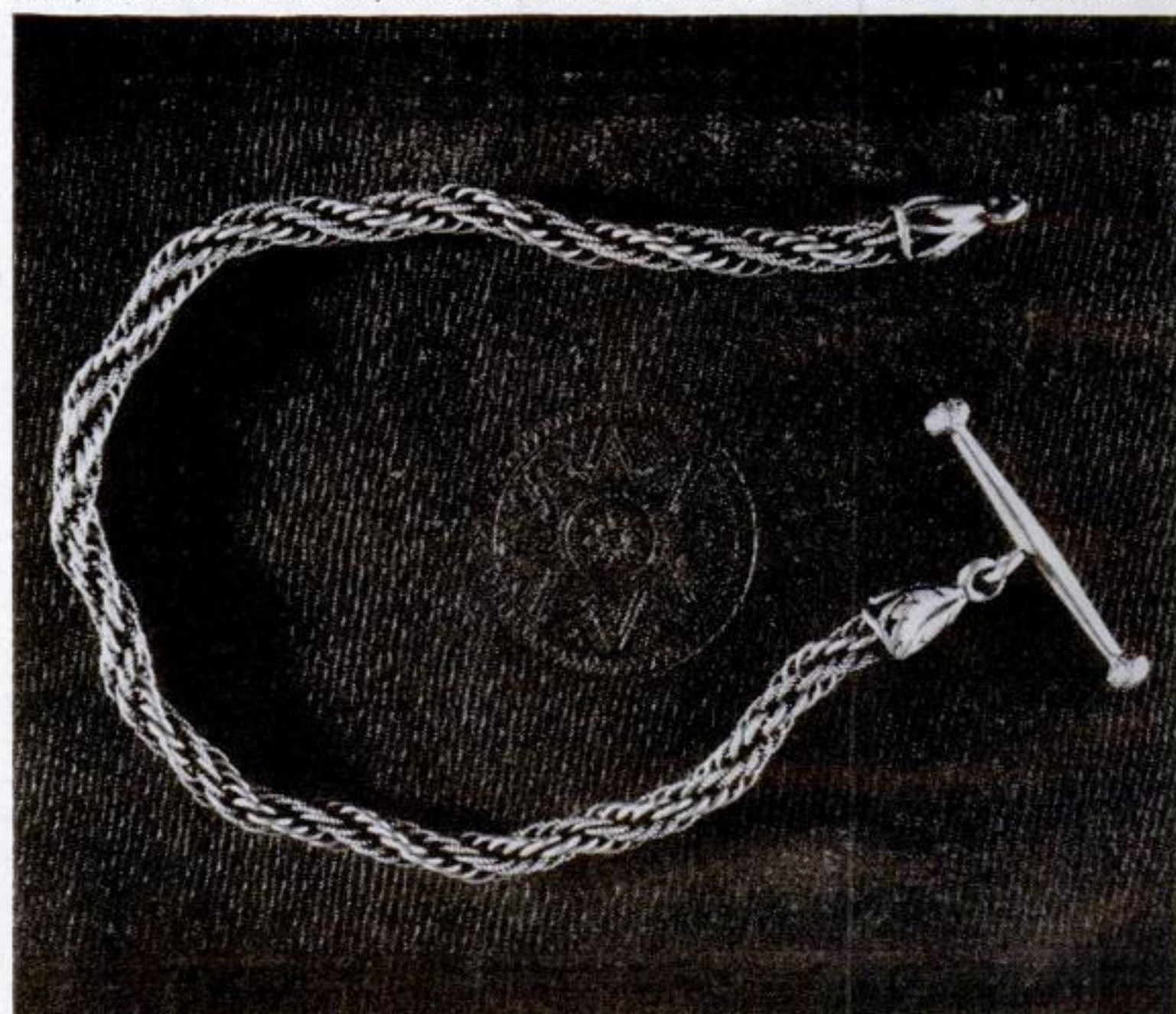
makers have not yet had time to construct gloves that will fit him. In his habits he is by no means foppish, though he brushes his hair sometimes, and is said to wash. He swears fluently. A strict temperance man himself, he does not object to another man's being pretty drunk, especially when he is about to make a bargain with him He can hardly be called handsome, though he is certainly much better looking since he had the small-pox."



IN 1860, as a presidential candidate, Lincoln dressed like this. Here he wears a broad-cloth suit, a white shirt, a black silk tie and a pair of size 14 boots. He did not grow a beard until the year after his election. Most of the articles shown on these pages are in the collections of the Chicago Historical Society and Oliver R. Barrett of Chicago.



LINCOLN'S COAT and the hat he wore when he went to Washington for his inauguration lie on the piano which Mrs. Lincoln selected for the White House. His walking stick, at the left of the coat, is made of wood from the Confederate ironclad, *Merrimac*.



GOLD CHAIN was given President Lincoln by lobbyists for the Enabling Act, which made possible the construction of the Union Pacific railroad. When they first visited him, they noticed Lincoln had a worn silver chain, and so had this one made for him of gold.

HOW LINCOLN LOOKED CONTINUED

These were the words of a mock biography written during the 1864 presidential campaign. Bill Herndon, more than 20 years Lincoln's law partner, who knew him since his New Salem days, gives us a cleaner picture:

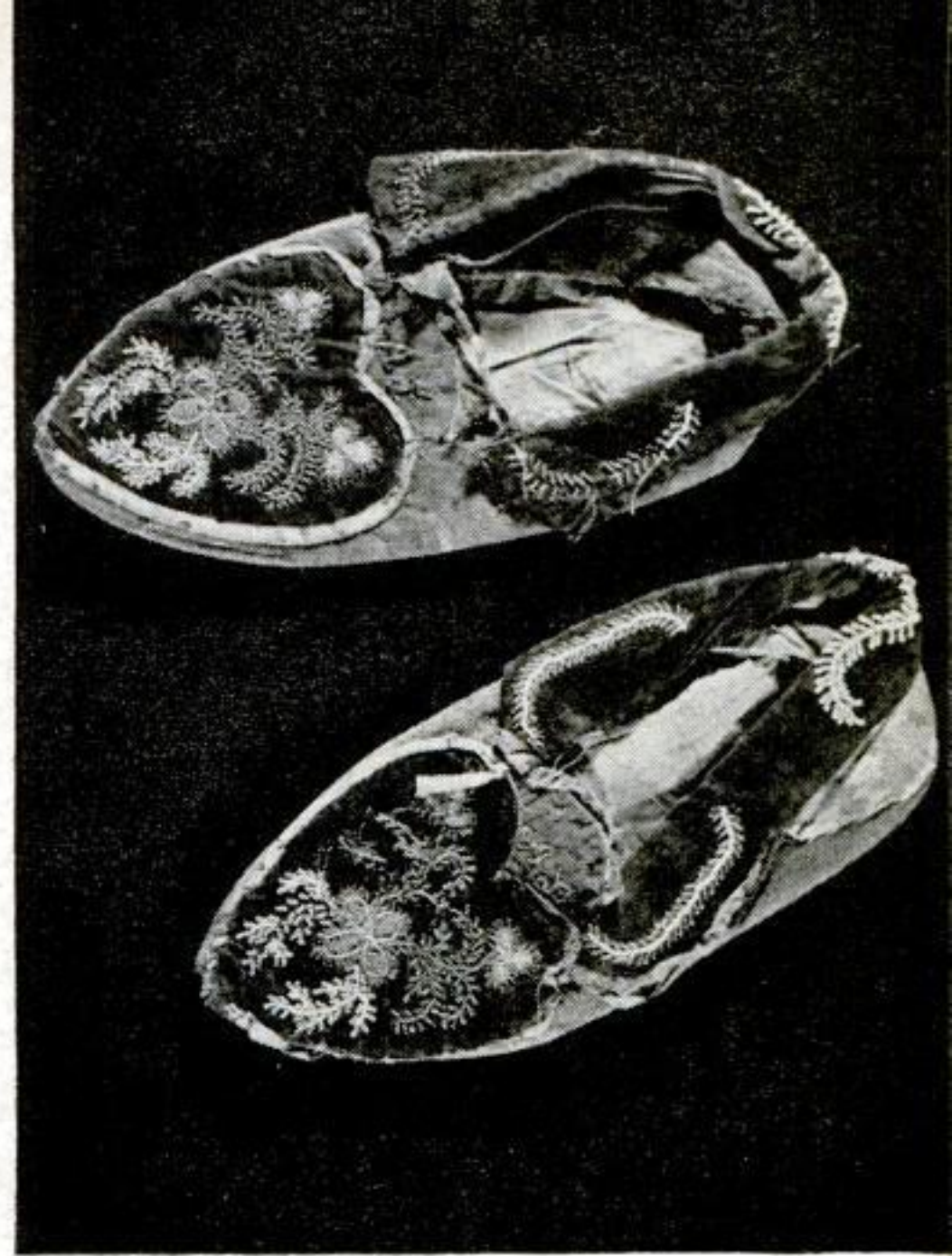
"He was about six feet four inches high, and when he left this city [Springfield, Ill.] was 51 years old, having good health and no gray hairs, or but few on his head. He was thin, wiry, sinewy, raw-boned; thin through the breast to the back, and narrow across the shoulders; standing, he leaned forward—was what may be called stoop-shouldered, inclining to the consumptive by build. His usual weight was 160 pounds. His organization—rather his structure and functions—worked slowly. His blood had to run a long distance from his heart to the extremities of his frame, and his nerve-force had to travel through dry ground a long distance before his muscles were obedient to his will. His structure was loose and leathery; his body was shrunk and shriveled, having dark skin, dark hair—looking woe-struck. The whole man, body and mind, worked slowly, creakingly, as if it needed oiling. Physically, he was a very powerful man, lifting with ease 400 or 600 pounds. His mind was like his body, and worked slowly but strongly. When he walked, he moved cautiously but firmly, his long arms and hands on them, hanging like giant's hands, swung down by his side. He walked with even tread, the inner sides of his feet being parallel. He put the whole foot flat down on the ground at once, not rising from the toe, and hence he had no spring or apparent ease of motion in his tread. He walked undulatory, up and down, catching and pocketing tire, weariness, and pain, all up and



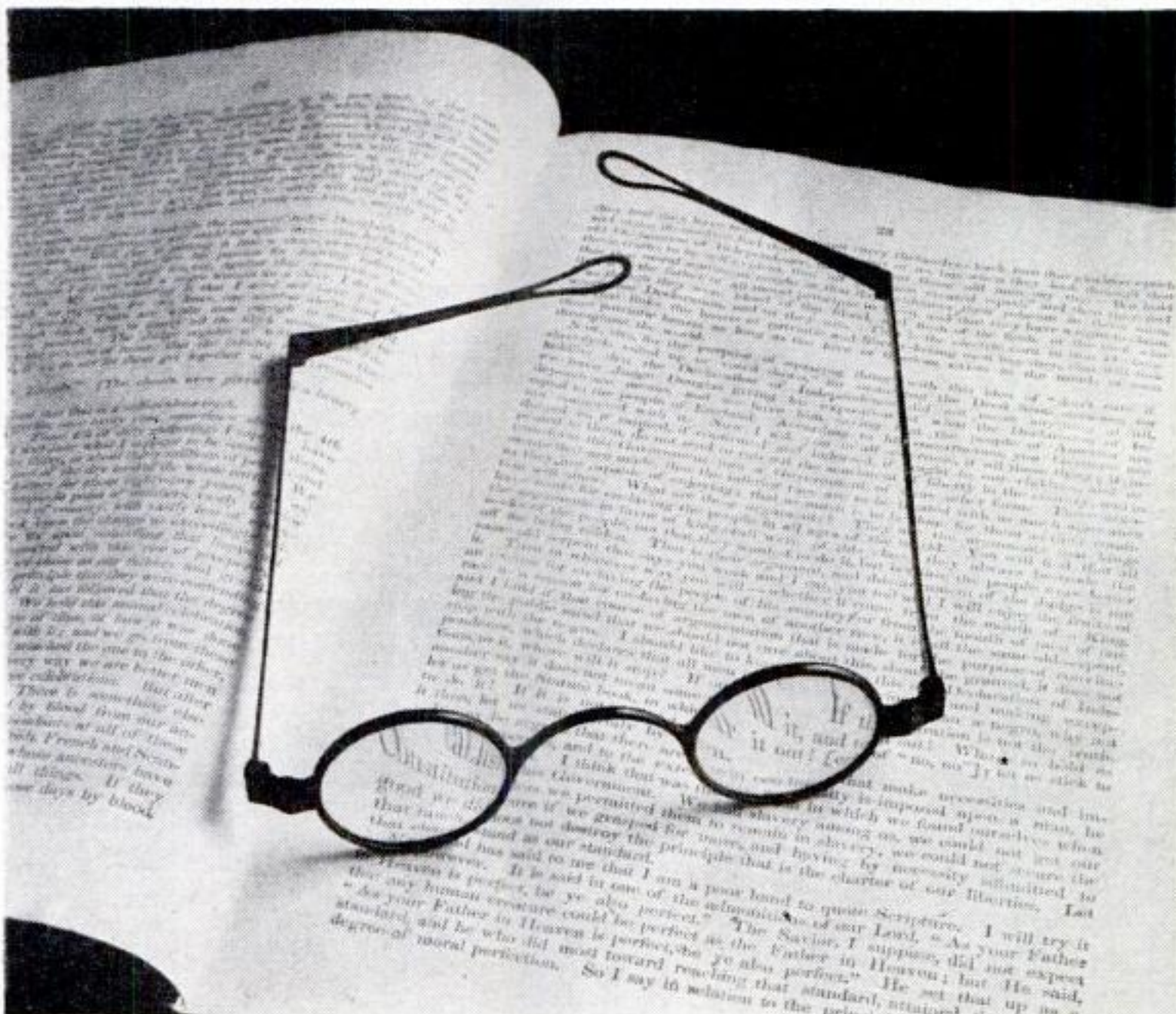
WAISTCOAT AND STOCK were both worn by Lincoln as President. He was wearing the stock, for which he paid \$1.25, on the night he was assassinated. The waistcoat is of velvet.



WHITE RIDING GLOVES were seldom worn by Lincoln. He liked to quote an Illinois friend who told him such gloves made his hands (10 inches long) look like "canvassed hams."



CARPET SLIPPERS, torn and shabby from constant wear, have initials A. L. embroidered on them. When new, they cost Lincoln about \$2.



IRON-RIMMED SPECTACLES were purchased by Abraham Lincoln at the age of 48 when, as he said, he "kinder needed them," because of a mild far-sightedness. The spectacles cost 37½¢. Each lens has a power of 6.75 diopters, stronger than necessary.



POCKETKNIFE that Lincoln usually carried and a watch charm he wore, which was fashioned from a piece of lightning rod from his Springfield, Ill. home, lie on the copy of the *Illinois State Journal* that describes John Brown's insurrection at Harper's Ferry.

down his person, preventing them from locating. The first opinion of a stranger, or a man who did not observe closely, was that his walk implied shrewdness, cunning—a tricky man; but his was the walk of caution and firmness. In sitting down on a common chair he was no taller than ordinary men. His legs and arms were, abnormally, unnaturally long, and in undue proportion to the balance of his body. It was only when he stood up that he loomed above other men. . . .

"His forehead was narrow but high; his hair was dark, almost black, and lay floating where his fingers or the winds left it, piled up at random. His cheek-bones were high, sharp, and prominent; his eyebrows heavy and prominent; his jaws were long, upcurved, and heavy; his nose was large, long, and blunt, a little awry towards the right eye; his chin was long, sharp, and upcurved; his eyebrows cropped out like a huge rock on the brow of a hill; his face was long, sallow, and cadaverous, shrunk, shriveled, wrinkled, and dry, having here and there a hair on the surface; his cheeks were leathery; his ears were large, and ran out almost at right angles from his head, caused partly by heavy hats and partly by nature; his lower lip was thick, hanging, and undercurved, while his chin reached for the lip upcurved; his neck was neat and trim, his head being well balanced on it; there was the lone mole on his right cheek, and Adam's apple on his throat.

"Thus stood, walked, acted, and looked Abraham Lincoln."

But the simplest description of Lincoln is Lincoln's own. In the autobiographical sketch which he sent to Jesse W. Fell in the last days of 1859

he wrote: "If any personal description of me is thought desirable, it may be said, I am, in height, six feet, four inches, nearly; lean in flesh, weighing, on an average, one hundred and eighty pounds, dark complexion, with coarse black hair, and grey eyes—no other marks or brands recollected."

Clothes were not important to Lincoln except as protection from the weather. His first garment was a yellow flannel petticoat put on him the day he was born. Dennis Hanks, his cousin, one of the few persons at the log cabin on that February Sunday in 1809, tells us that: "Mother came over an' put a yaller flannel petticoat on him, an' cooked some wild berries with wild honey for Nancy, an' slicked things up an' went home. An' that's all the nuss'n either of 'em got."

As a boy Lincoln wore the traditional clothes of the frontier: buckskin moccasins and breeches, a tow-linen shirt and coonskin cap. "Them moccasins wasn't no putection against the wet," Dennis Hanks recalled. "Birch bark with hickory bark soles, strapped on over jarn socks, beat buckskin all holler, fur snow." When Lincoln was 13 his stepmother told him, "'Abe, you git hold o' some muslin som'ers an' have some white shirts, so you kin go to folks' houses right!' So he cut nine cords o' wood an' got nine yards o' unbleached cotton, an' she bleached it and shrunk it an' made him two shirts. He put one o' them on every Sunday."

He soon grew out of his clothes. Before he was 17 he was six feet two. He then weighed 160 pounds, his feet and hands were large, arms and legs long and in striking contrast with his slender trunk. Kate Gentry, a schoolmate



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HOW LINCOLN LOOKED CONTINUED

of his, recorded that "his shoes, when he had any, were low. He wore buckskin breeches, linsey-woolsey shirt, and a cap made of the skin of a squirrel or coon. His breeches were baggy and lacked by several inches meeting the tops of his shoes, thereby exposing his shin-bone, sharp, blue, and narrow."



GOLD WATCH was presented to Lincoln by the *Illinois State Journal*.

When Lincoln was 21—the first year in Illinois—he "wore trousers made of flax and tow cut tight at the ankles and out at both knees." It was about this time that Abraham and a friend split a thousand rails for James Hanks and William Miller, receiving their pay in homespun clothing. "Lincoln's bargain with Miller's wife was that he should have one yard of brown jeans (richly dyed with walnut bark) for every 400 rails made, until he should have enough for a pair of trousers," writes W. D. Howells in a biography which Lincoln himself read and corrected. "As Lincoln was already of great altitude, the number of rails that went to the acquirement of his pantaloons was necessarily immense."

After making a flatboat journey to New Orleans in 1831, Lincoln settled in New Salem, Ill. Here also he was seen in "flax and tow-linen pantaloons" much too short "and frequently had but one suspender, no vest or coat. He wore a calico shirt, such he had in the Black Hawk War; coarse brogans, tan color; blue yarn socks and straw hat, old style, and without a band." Hannah Armstrong, whose son he later defended before the law, often "foxed his pants." Foxing meant patching the seat and sewing long strips of deerskin along the inner seams.

His first tailored suit cost \$60

LINCOLN never owned a tailor-made suit until he was elected to the legislature at Vandalia. A Springfield tailor made the new suit for the 25-year-old representative, charging him \$60. As a legislator Lincoln did not earn much to buy clothes. His salary was at first \$3, later \$4 a day and expenses. Between 1834 and 1841—the years of his legislature activities, his whole earnings were \$1,950.

In 1837 Lincoln came to Springfield. Now he had to change his attire. He was a lawyer and had to take more care of his looks. He began wearing broadcloth, white shirts with a white collar and a black silk stock. Sandburg says, "He didn't wear clothes. Rather, clothes hung upon him as if on a rack to dry, or on a loose ladder up a wind-swept chimney. He had clothes to keep the chill or the sun off. His clothes seemed to whisper, 'He put us on when he was thinking about something else.'"

The black felt hat which he had worn in New Salem and in which he carried the mail of the village was discarded for a "stovepipe"—the professional attire of lawyers. But as a depository for papers the new hat still had its uses. In it he carried letters, mortgages, deeds and receipts. Lincoln, conscious and proud of his height, chose a foot-high hat, with a brim only an inch or two wide. This "shocking hat" accentuated his height. He was always aware of publicity values and almost certainly realized how ineffective the 5-foot-4 Douglas must have looked in the debates when Lincoln stood next to him almost seven and a half feet tall—counting the silk hat on his head.

Some people who saw him at this period reported that he was carelessly dressed. Stanton, later his Secretary of War, spoke of Lincoln's dirty linen duster "on the back of which the perspiration had splotched two wide stains that, emanating from each armpit, met at the center, and resembled a dirty map of a continent." But another man, who knew Lincoln from the circuit riding days, asserts: "I never saw him when he was not well, and even fashionably dressed. It is true he wore the proverbial linen duster, but this was for the purpose of protecting his clothes from the dust in



SILVER WATCH, which gold one replaced, Lincoln gave Dennis Hanks.

the **Key Gard** by Prince Gardner



removable key hook

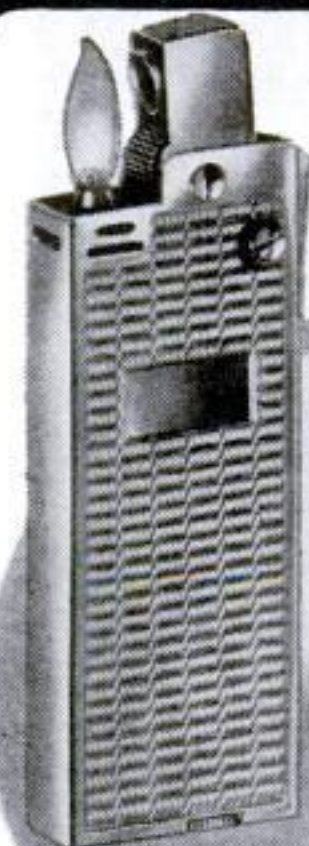


by the makers
of the famous Registrar

An easy twist—and the hook opens . . . key slips on! A touch of the thumb and out comes the hook with the key on it! No torn fingernails! Double vision license compartment. Life-time registration against loss. In leathers to match your PRINCE GARDNER billfold. \$3.50 plus tax. Others \$2 to \$5.

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REXON, INC. • THORENS Lighters
General Distributors for U.S.A. • THORENS Record Changers
295 FIFTH AVE., NEW YORK 16 • THORENS Phonographs
Service Dept., 122 FIFTH AVE., N. Y. 11

CONTINUED ON PAGE 66



*Come over on the
Sunny Brook side!*

Enjoy the whiskey that's

"Cheerful as its Name"

Here's a warm welcome if ever there was one! Come over to cheerful OLD SUNNY BROOK and bask in the presence of the most amiable spirit that ever came chuckling from bottle to glass to you. Every pleasant sip—so smooth, so mellow, so rich in good Kentucky flavor — pronounces OLD SUNNY BROOK a thoroughly likeable whiskey. Expose yourself to its sunny disposition—and it might as well be spring!

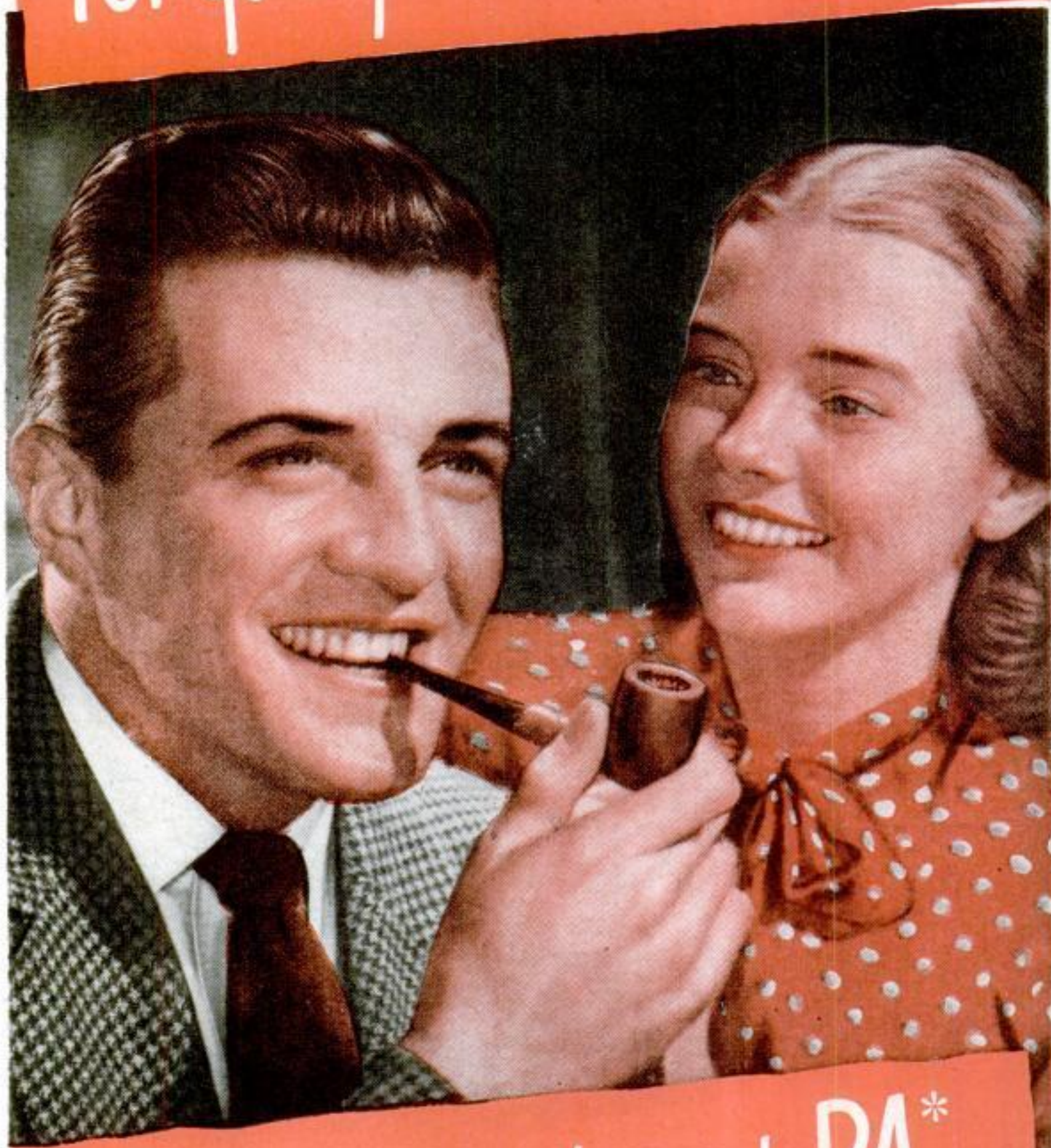


Stan Klimley

OLD SUNNY BROOK BRAND

KENTUCKY WHISKEY—A BLEND

For your pleasure and hers



...be sure you've got P.A.*

P.A.* means Pipe Appeal
P.A. means Prince Albert

Maybe it's the poise that a pipe suggests—that added look of masculinity it gives you, but a woman likes to see a man smoke a pipe. And—just as naturally a man likes a pipe packed with Prince Albert.

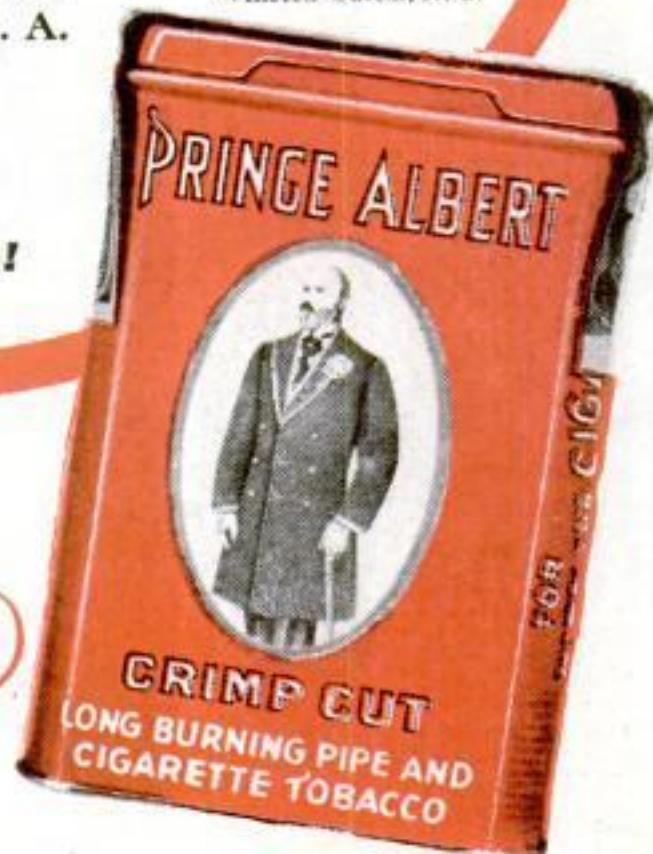
If you've tried a pipe and your tongue said "No," then try Prince Albert—the rich tobacco that's specially treated to insure against tongue bite...and crimp cut to burn evenly right to the bottom of the bowl. More pipes smoke P. A. than any other tobacco.

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

P. A. is great for "makin's" too!



I NEVER ENJOYED A PIPE SO MUCH UNTIL I TRIED PRINCE ALBERT...IT'S EASY ON MY TONGUE—A JOY TO SMOKE!



THE NATIONAL JOY SMOKE

HOW LINCOLN LOOKED CONTINUED

warm, dry weather, while riding the circuit." In winter people in Springfield saw him wearing "an old gray shawl, rolled into a coil, and wrapped like a rope around his neck."

At Quincy, during the Lincoln-Douglas debates, David R. Locke (Petroleum V. Nasby, the humorist) came to visit Lincoln in his hotel room. "He sat in the room with his boots off," remembered Locke, "to relieve his very large feet from the pain occasioned by continuous standing; or, to put it in his own words: 'I like to give my feet a chance to breathe.' He had removed his coat and vest, dropped one suspender from his shoulder, taken off his necktie and collar, and he sat tilted back in one chair with his feet upon another in perfect ease. He seemed to dislike clothing, and in privacy wore as little of it as he could."

In 1860, after Lincoln was nominated by the Republicans, he specially "dressed up" for the photographer Hesler, who came from Chicago to Springfield to take pictures of him. For this occasion the President-elect put on a stiff-bosomed pleated shirt, with pearl buttons, to show that he could be every bit as much a dandy as Stephen A. Douglas.

After his election gifts poured into his Springfield home. Hatters sent hats ("Gentlemen, your hats do mutually surpass each other") and all kinds of apparel arrived. "Well, wife," said Lincoln, "there is one thing likely to come out of this scrape anyhow. We are going to have some new clothes!"

His inauguration suit, tailored by Springfield tailors, cost \$100, a sizable sum in those days. It was exhibited publicly.

A few weeks before Lincoln left for Washington he was visited by Alexander K. McClure, a Philadelphia newspaper editor and one of the founders of the Republican party. Lincoln himself opened the door. McClure was disappointed

in what he saw—a man dressed in "snuff-colored and slouchy pantaloons; open black vest, held by a few brass buttons; straight or evening dress-coat, with tightly-fitting sleeves to exaggerate his long, bony arms . . . and all supplemented by an awkwardness that was uncommon among men of intelligence." The two men talked for four hours during which the visitor "forgot all the grotesque qualities" and "learned not only to respect, but indeed, to reverence the man."

There are many sketches of Lincoln in Washington. Hawthorne, in a passage deleted from his article in the *Atlantic* wrote: "He had shabby slippers on his feet. His hair was black, still unmixed with gray, stiff, somewhat bushy, and had apparently been acquainted with neither brush nor comb that morning, after the disarrangement of the pillow; and as to a nightcap, Uncle Abe probably knows nothing of such effeminacies."

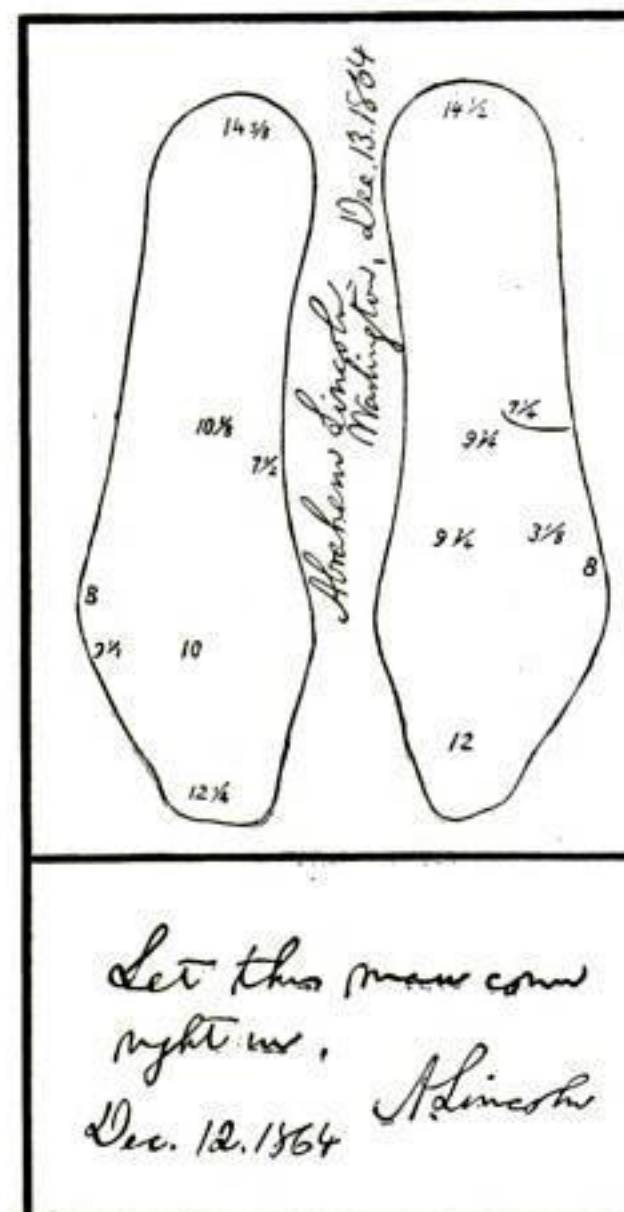
But perhaps the most graphic picture of Lincoln in the White House is given by William Howard Russell, the correspondent of the *London Times*: "He was dressed in an ill-fitting, wrinkled suit of black, which put one in mind of an undertaker's uniform at a funeral; round his neck a rope of black silk was knotted in a large bulb, with flying ends projecting beyond the collar of his coat; his turned-down shirt-collar disclosed a sinewy muscular yellow neck, and above that, nestling in a great black mass of hair . . . rose the strange quaint face and head, covered with its thatch of wild republican hair, of President Lincoln."

For the second inaugural Brooks Brothers in New York made him an overcoat, and he was dressed immaculately as he delivered the immortal words of the second inaugural. He wore a new tall hat, new black suit and black boots and carried an ebony cane with a gold head.

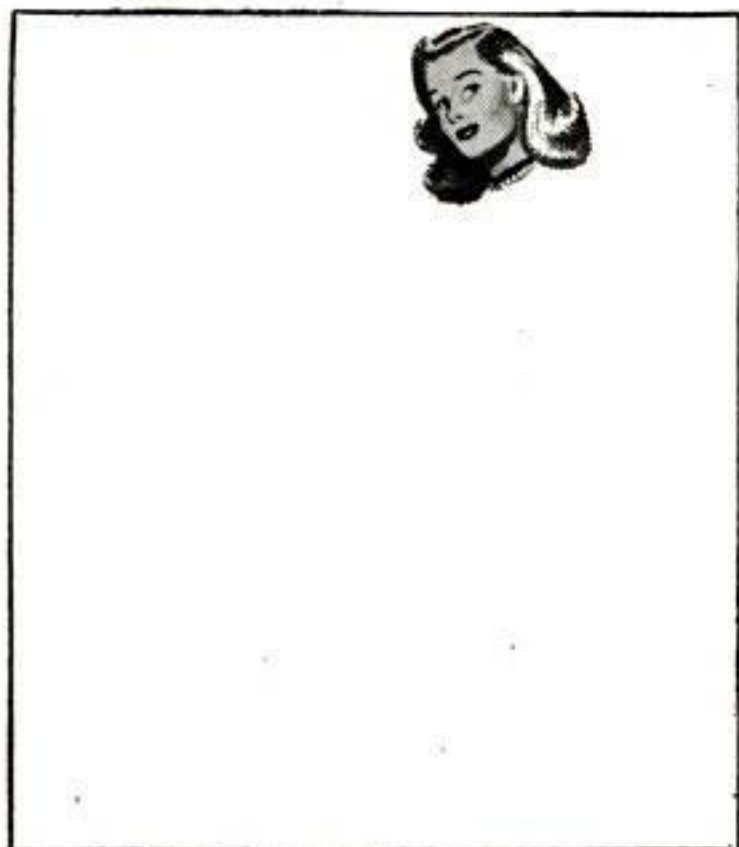
He once said of himself, "Nobody has ever expected me to be President. In my poor lean, lank face nobody has ever seen that any cabbages were sprouting out."

But Bill Herndon and many others saw him differently. Said Herndon, talking of the impression he made, "Sometimes it appeared as if Lincoln's soul was fresh from its creator."

And that, after all, matters more than what kind of clothes he wore.



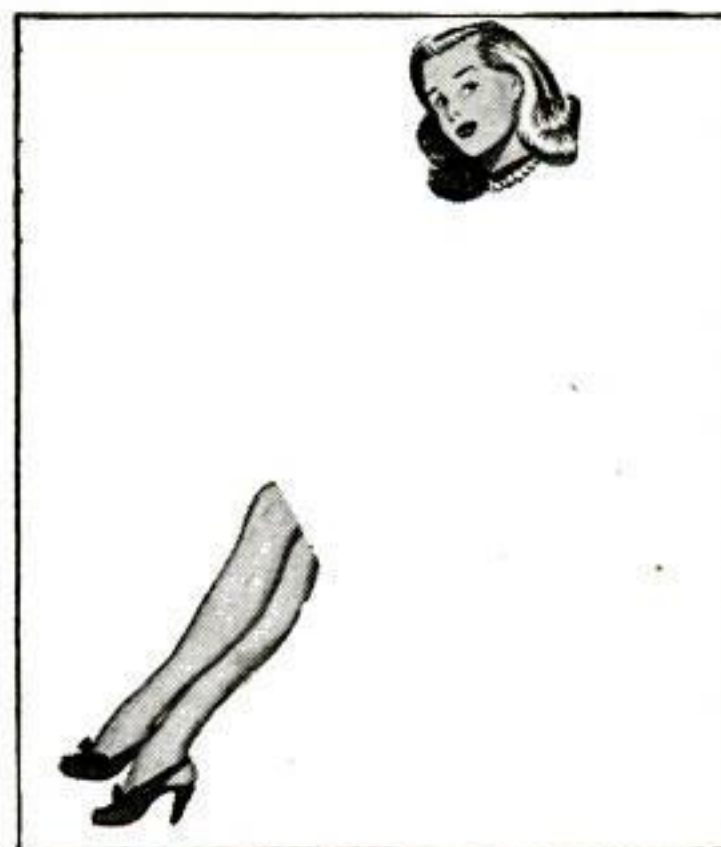
Ellie, the dissatisfied eyeful...



NOW ELLIE HAD...



ARTICULATE ANKLES...



NIFTY KNEES...



AND A TERRIFIC TORSO!



YET ELLIE, OF ALL PEOPLE, WAS STILL DISSATISFIED WITH HERSELF! AND HERE'S WHY!



TRY AS SHE WOULD, ELLIE COULDN'T MAKE HER HANDS GIVE OUT GLAMOUR LIKE THE REST OF HER! THEY'D GET DRIED OUT, CHAPPED AND ROUGH...



SO SCRATCHY, IN FACT, THAT HALF THE TIME ELLIE'S PUBLIC THOUGHT THEY'D GOT HOLD OF A PORCUPINE!



THEN ONE DAY, NELLIE TOLD ELLIE ABOUT AN ENTIRELY NEW AND DIFFERENT HAND LOTION! THE **BEFOREHAND** LOTION...**TRUSHAY**!



SO ELLIE SMOOTHED CREAMY, FRAGRANT **TRUSHAY** ON HER HANDS EVERY DAY BEFORE SHE TACKLED THE DISHES... BECAUSE **TRUSHAY** GUARDS HANDS EVEN IN HOT, SOAPY WATER!



WHAT'S MORE, ELLIE PUT ON **TRUSHAY** BEFORE SHE DUNKED HER LIGHT LAUNDRY - AND **TRUSHAY'S** SPECIAL "OIL-RICHNESS" HELPED PREVENT THE DRYING DAMAGE OF THAT SOAP-AND-WATER TASK, TOO!



WELL, AS YOU CAN SEE BY THE ABOVE, ELLIE GOT SPLENDID RESULTS FROM **TRUSHAY'S** SPECIAL BEFOREHAND PROTECTION - AND ITS WONDERFUL SOFTENING HELP! YOU WILL, TOO!

TRUSHAY



The "Beforehand"
Lotion

PRODUCT OF BRISTOL-MYERS



P. S. Trushay's grand for softening hands at any time. Wonderful, too, for rough, dry elbows and heels...as a powder base...before and after exposure to weather. Trushay contains no alcohol, is not sticky. Begin today to use Trushay.



JENNIFER JONES plays Heroine Pearl Chavez, who has a white father, an Indian mother, a good figure, a loving nature and a wardrobe which barely keeps the rain off.

"DUEL IN THE SUN"

The low moral tone of Selznick's spectacular and sexy western heads it into trouble with censors



PRODUCER SELZNICK

The biggest news in movies this month is a passionate, spectacular, immoral western called *Duel in the Sun*. Its high-priced cast and gaudy Technicolor cost Producer David O. Selznick a monumental \$6,000,000, the biggest outlay since his *Gone With The Wind*. Shown so far only in Los Angeles (to qualify as an "Oscar" candidate under Academy Award rules), *Duel* is being heralded throughout the country by a record \$2,000,000 avalanche of publicity and advertising (see p. 73). But most moviegoers will have to wait a while to see it because Mr. Selznick, an independent, has quarreled with his former distributors, United Artists, now plans to exhibit *Duel* by a novel "area

saturation" method. If this takes place, city after city will find dozens of theaters all offering a first run of *Duel in the Sun* at the same time.

The story is laid in post-Civil War Texas, on the million-acre McCanles ranch. Two shocks come to disturb its feudal calm and its despotic owner, old "Senator" McCanles (Lionel Barrymore). One is the advancing railroad, which he resists in vain. Even more tingling a shock is generated by the arrival of half-breed Pearl Chavez (Jennifer Jones), whose past is as dark as her cocoa-stained complexion. Her white father has just been hanged for shooting her Indian mother, whom he had detected in prostitution. Both of McCanles' sons fall for Pearl. Pearl loves everybody but loves bad son Lewt (Gregory Peck) most frequently: in her bedroom, in the bulrushes and out on the mesa. Coarse public prayers for her soul, uttered by a hard-drinking, pistol-packing preacher called "The Sin Killer" (see p. 76), do not deter her for long. Before Pearl and Lewt meet a bloody, self-inflicted death in each other's arms, Lewt has murdered her fiance and shot his brother (Joseph Cotten) for reasons of jealousy and wrecked a perfectly inoffensive train, apparently just for the hell of it.

When a single movie offers murder, rape, attempted fratricide, train-wrecking, fisticuffs, singing, dancing, drunkenness, religion, war, prostitution, fancy equitation and sacred and profane love, all in 135 minutes, the fact that it has neither taste nor art is not likely to deter the unsqueamish. Condemned last week by California branches of Catholic, Protestant and Jewish organizations, by the D.A.R., the American Legion Auxiliary, the Girl Scouts and other groups, and threatened with a possible ban by the Legion of Decency, *Duel* reaped the usual reward: a 30% rise at the box office.



HOT LOVE SCENES between Pearl and Lewt McCanles (Gregory Peck) occur frequently. Lewt is an utter heel who wants to keep her as his girl but refuses marriage.

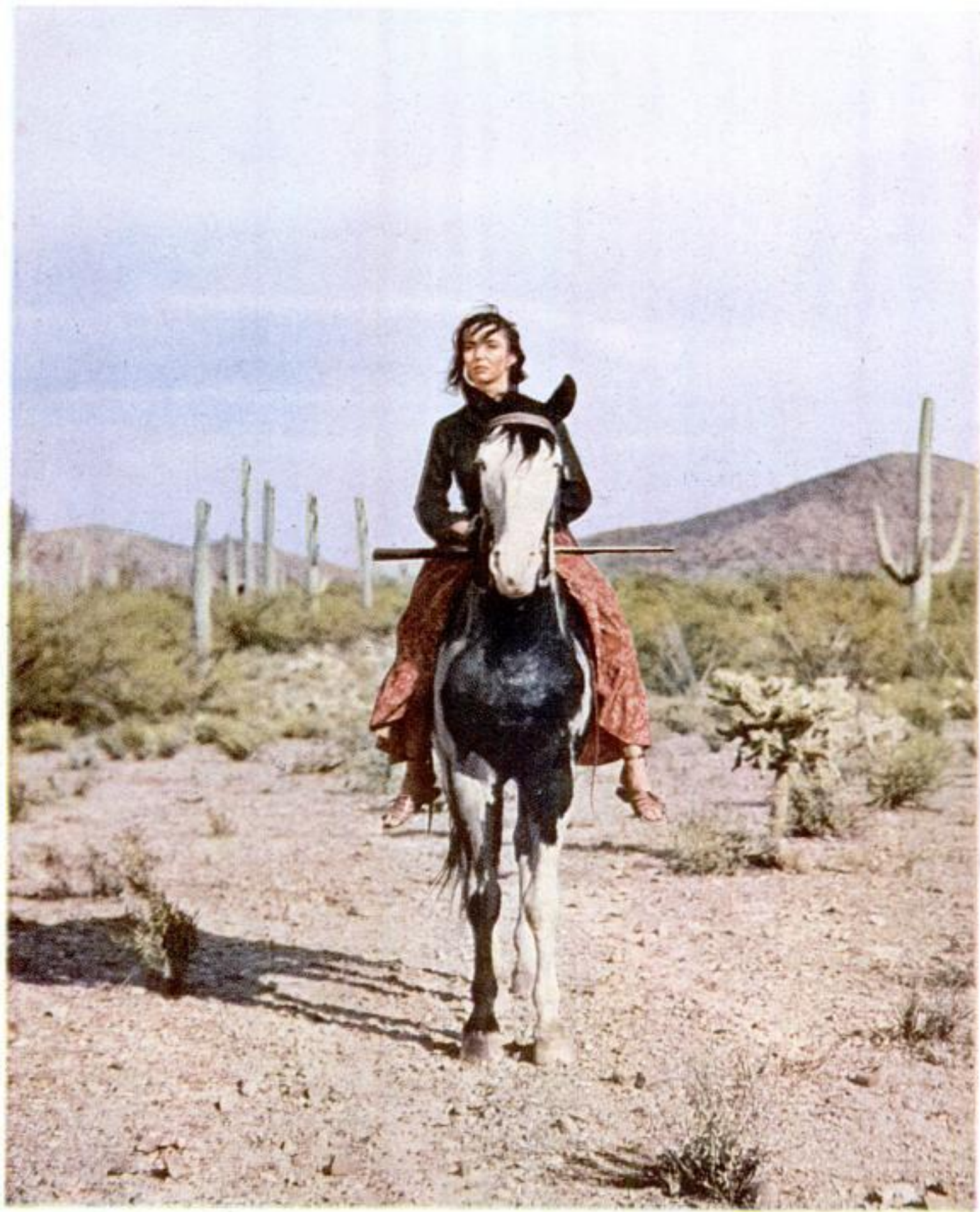


PRINCIPAL ACTORS in expensive cast of *Duel in the Sun* are (above, from left) Harry Carey, Joan Tetzl, Charles Bickford, Walter Huston, Joseph Cotten, Jennifer Jones, Gregory Peck, Lionel Barrymore, Lillian Gish, Scott McKay, Otto Kruger.

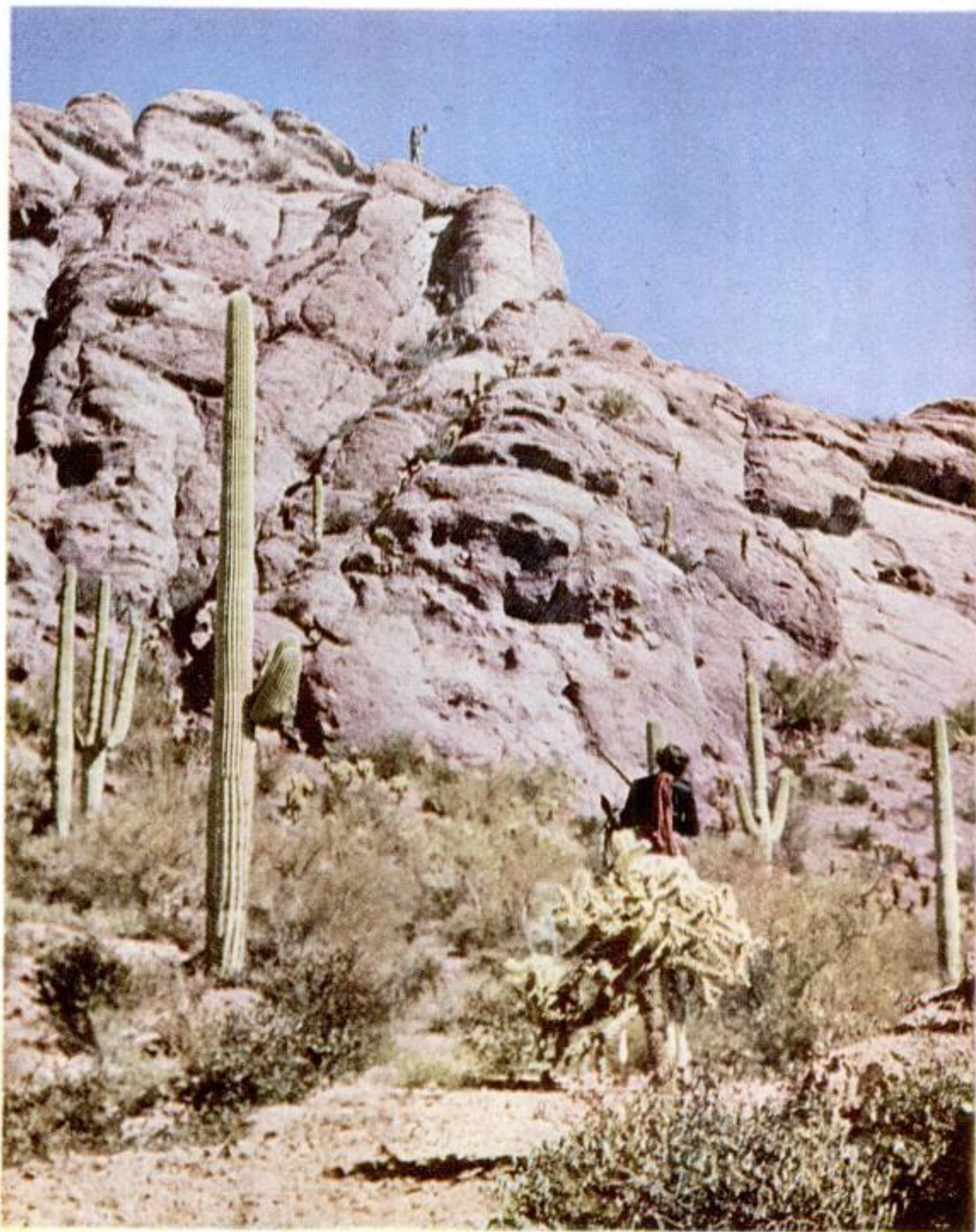
SAM PIERCE is buried on the range (below). He was murdered by Lewt McCanles because Straw Boss Sam offered to marry Lewt's beautiful half-breed mistress, Pearl. Lewt becomes an outlaw with a price on his head, but Pearl remains in love with him.



"Duel in the Sun" CONTINUED



PEARL GOES RIDING in search of her lover, Lewt, who has escaped into desolate Texas rock country. She feels disgraced because she cannot tear herself away from him.



PEARL SIGNALS to Lewt, who is hiding among rocks. Determined to kill the man who has ruined her, she then faces him in the duel which gives the movie its name.



MOST SPECTACULAR SCENE in a spectacular movie occurs (*above*) when cowhands from the Spanish Bit ranch try to stand off government-backed railroad builders





who wish to push their tracks over the ranch's boundaries. Cowboy army is led by Cattle Baron Senator McCanles, who owns a great Texas empire which he wishes to preserve

at any cost for his two sons, the worthless Lewt whom he likes and the worthy Jesse whom he hates. Shown below is *Duel's* glorified version of inevitable roundup scene.



It's the New All-American Drink!



BLENDED

ORANGE AND GRAPEFRUIT JUICE

*Taste it...
Just taste it TODAY!*

● Never until now have you tasted such a blend—such a rich and fruity combination of two delectable juices. Never until now have you let such a refreshing drink trickle down your throat. It is Blended Orange and Grapefruit Juice—the juice of Florida's favorite fruits with their flavors intermingled.

And best of all, this healthful juice—extra rich in vitamin C—gives a helping hand in building health every time you drink a glassful. It's a drink so healthful, so easy to serve, so inexpensively priced and so luscious to drink, that this tempting blend is bound to become the favorite drink in your home!

Try **ALL** these delicious
Florida Juices and Fruits

Canned Grapefruit Juice

Canned Orange Juice

Canned Grapefruit Sections

Canned Tangerine Juice

● FLORIDA CITRUS COMMISSION • Lakeland, Florida



Just open the can and pour!

A HELPING HAND in saving time, trouble, and cash... and in fighting infections, colds and fatigue with abundant VITAMIN C.

Canned

 **FLORIDA ORANGE-GRAPEFRUIT
BLENDED JUICE**



GIVEAWAYS for *Duel* publicity included light bulbs, paperweights, tiny parachutes, postcards, seeds, pencils,

stickers, crossword puzzles, lollipops, matchbooks, typewriters, blotters, money clips, gin-rummy pads, tele-

phone pads, ash trays. Selznick starlets like Ruth Roman, who wears a *Duel* T-shirt, were not given away however.

Love that movie!

PUBLICITY FOR "DUEL" EXPLOITS EDITORS, ELEPHANTS, TEXAS, TOTS AND THE KENTUCKY DERBY

Spectators at the 72nd running of the Kentucky Derby last spring, though a hardened crew, nevertheless received something of a shock when, in the middle of the ceremonies, 5,000 tiny nylon parachutes descended on the crowd. Those who retrieved the parachutes found they carried pari-mutuel tickets on the big race, including a few on the winning horse, Assault, which paid \$18.40 to win. Literature accompanying this windfall informed the horse-players that it was all through the courtesy of a movie entitled *Duel in the Sun*, which at the time was more than seven months away from a public showing.

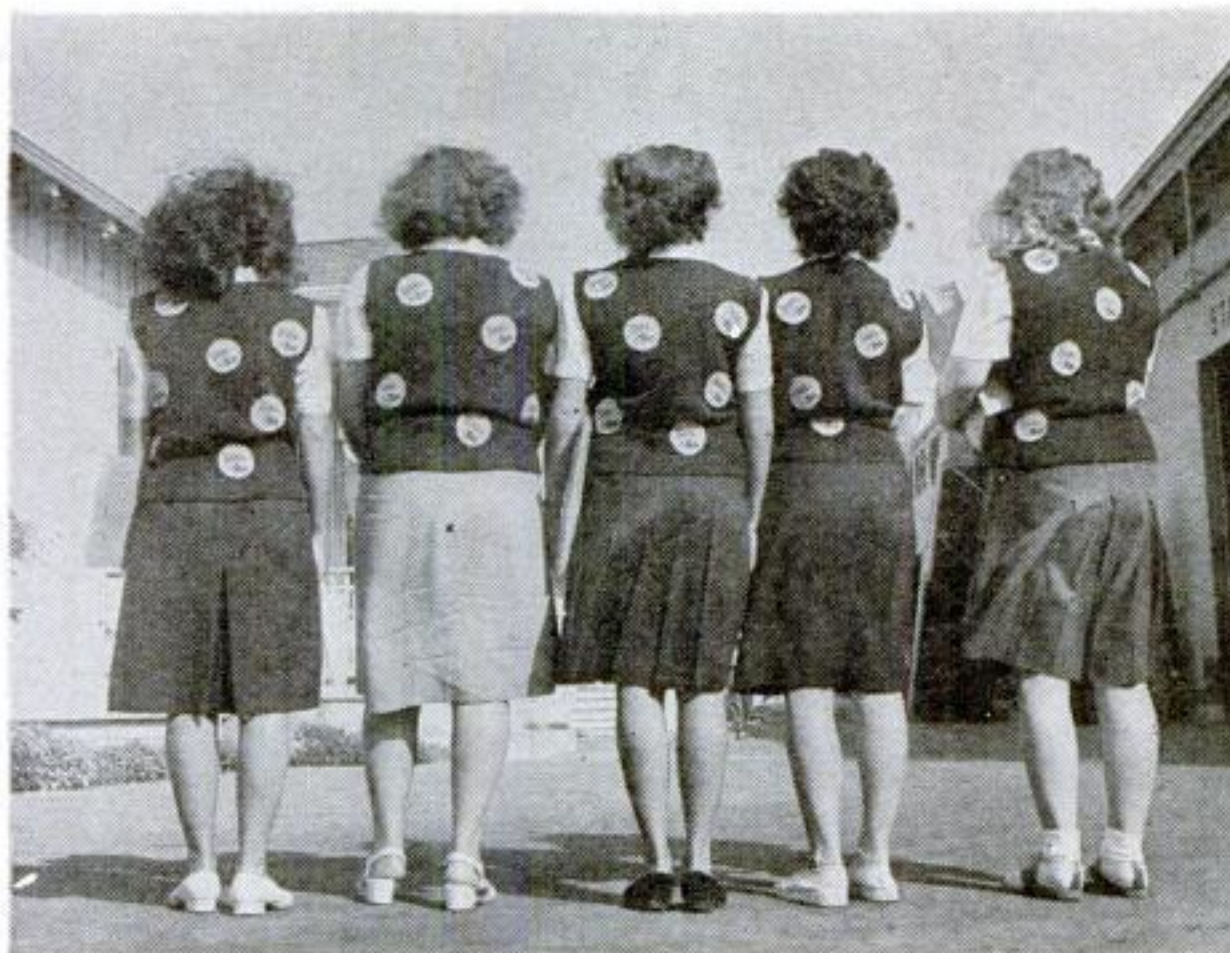
This rain from heaven, along with a growing avalanche of stickers, lollipops,

light bulbs, ash trays, T-shirts and sunflower seeds—given free to anyone who would take them—was only the beginning of the most expensive and flamboyant publicity campaign ever generated in Hollywood. To protect his \$6,000,000 investment in *Duel* and perhaps parlay it into the record \$32,000,000 return registered by *Gone with the Wind*, David Selznick has allotted \$2,000,000 for the purchase of advertising urging people to see his movie, and publicity stunts to make them *Duel*-conscious. This expenditure represents a promotional outlay somewhat larger than that made by the Republican party in preparation for its recent landslide at the polls. Like the soap tycoon in Frederic Wakeman's novel, *The Hucksters*, who demanded that his employ-

CONTINUED ON NEXT PAGE



"DUEL" T-SHIRTS clothe Harry Crocker (at left) and Joseph Cotten on the tennis court.



"DUEL" STICKERS are plastered on by willing office girls at Selznick studio. Stars under contract were also requested to wear them.



SPECIAL SWEATERS were worn by Mrs. William Powell, other amateurs, just for fun.



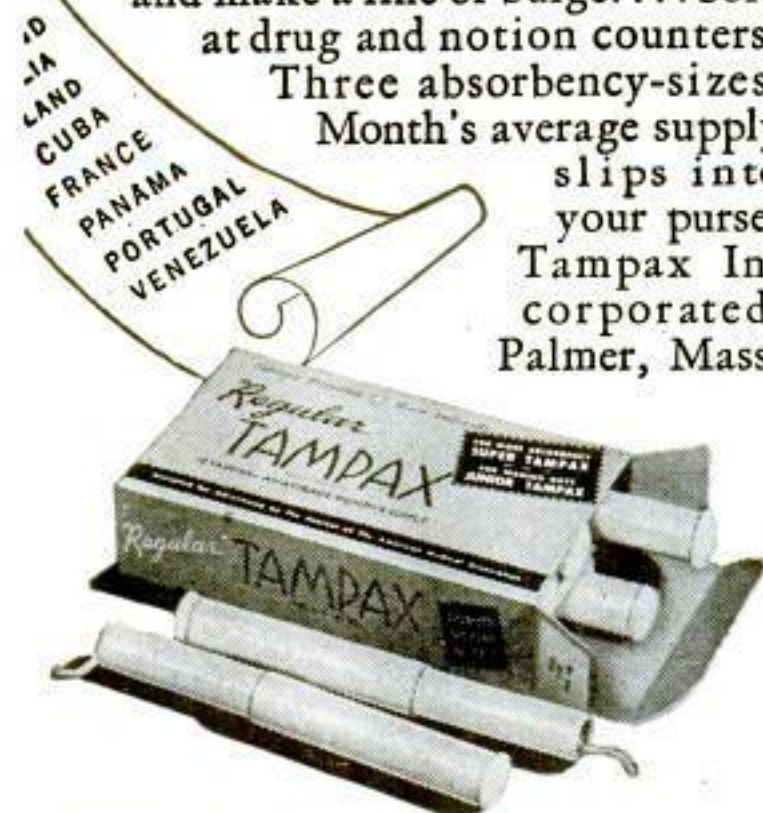
Tampax the world over

Women in many lands are "going modern" and adopting Tampax for monthly sanitary protection. As shown by the records, Tampax is in demand in more than 75 countries, widely varying in climatic conditions, density of population and mode of life ... Tampax is so compact that it is easily transported and stored. It occupies about one-eighth the space as compared with the older forms of sanitary protection.

Tampax is especially popular among college students, secretaries, vacationers, nurses and housewives who must keep continually active. Invented by a doctor, Tampax is worn *internally* and thus requires no belts, pins or external pads. Made of pure surgical cotton, it comes to you in dainty patented applicators, so your hands need never touch the Tampax. No chafing. No odor. Quick changing—easy disposal.

No need to remove the Tampax in tub or shower. And in a snug swim suit there's nothing to "show through" and make a line or bulge. ... Sold at drug and notion counters.

Three absorbency-sizes.
Month's average supply slips into your purse.
Tampax Incorporated, Palmer, Mass.



Accepted for Advertising
by the Journal of the American Medical Association

TAMPAX INCORPORATED LFE-10-27-B
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

Love That Movie CONTINUED

ees love his product, Mr. Selznick is trying to make certain that all America loves that movie.

The first unusual item of *Duel* publicity broke when the picture was just beginning production. Mr. Selznick's company was filming large outdoor scenes on location near Tucson, Ariz. For a joke, a Selznick press agent wrote to the editor of the Amarillo, Texas *News* and, after reminding him that the fictional locale of *Duel* was the state of Texas, mentioned that only Arizona scenery would appear on the screen. The *News* immediately erupted with an angry editorial proclaiming that Texas honor was being violated. Other papers took up the cry and demanded that *Duel in the Sun*, when completed, be banned from the state. The press also suggested that hanging was too good for the likes of David Selznick and that all Arizonans who had conspired in this insult to the Lone Star state should be hunted down like prairie dogs and whipped into submission. Arizona replied to this barrage loftily by introducing into the state legislature a bill prohibiting Texans from crossing the Arizona border. Ultimately feeling ran so high that the existence of a neutral New Mexico between the opposing powers was perhaps the sole reason another shooting war did not break out to compete for headlines with other struggles then current in the Philippine Islands and along the Rhine.

Texas is feeling better

Passage of time and careful Selznick diplomacy has now soothed all hurt feelings. Texas has been taught to be proud of the fact that such a costly movie is set in the Lone Star state. In consequence, parades led by squadrons of Texas Rangers will greet its first showing there. Former Governor Coke R. Stevenson promised to declare "Duel in the Sun Week" and officially permit each theater playing the movie to fly the state flag. "Wherever *Duel in the Sun* is shown," he announced, "that theater is literally a part of Texas."

Nowhere else in the country has Mr. Selznick's campaign been incorporated into government policy, but his efforts have been considerable. Last spring four pretty girls named Anita Colby, Florence Pritchett, Laura Wells and Inga Arvad were sent separately around the U.S. to promote *Duel* among newspaper editors. Calling themselves the Four Urges, the girls held luncheons, made speeches, passed out reams of promotional literature and comfortingly pressed the hands of more than 300 journalists. In return they received about 4,000 inches of newspaper space reporting their visits. Even though these articles dealt much more lengthily with the girls than with the movie, Mr. Selznick felt it was money well spent.

Subsequently his agents bought several million gummed labels shaped like bursting suns and inscribed with *Duel's* title. Many of these found their way into the hands of schoolchildren who joyfully stuck them on everything in sight. Since the receiving surface often turned out to be a parked automobile, there is a chance that this move may have cost *Duel in the Sun* a few customers. Selznick is unworried, however, believing that a movie title will not be easily forgotten by anyone who has scraped it off his personal property. In an extra burst of thoroughness, a few additional labels were printed backward (*nuS eht ni leuD*) for pasting opposite barbershop mirrors. Then, to



FLORENCE PRITCHETT charms late-working journalists at the Toledo, Ohio *Times* on her press tour. She also gave parties and modeled *Duel* clothes.

COUGHING
FROM A COLD?

Remember
"there are no better
Cough Drops
than **LUDE'S**"

Medicated for
SANDPAPER THROAT

LUDE'S
HONEY-LICORICE
COUGH DROPS

5¢

Menthol or Honey-Licorice

PROVES WONDERFUL
to promptly relieve misery of
SKIN RASHES

Also
Aids
Healing!

Here's a Doctor's antiseptic formula—Zemo—a stainless liquid which appears invisible on the skin—yet so highly medicated that first applications relieve itching, burning of simple skin rashes, Eczema, Athlete's Foot and similar skin and scalp irritations due to external cause. Zemo is backed by an amazing record of success! First trial convinces. In 3 sizes. For severe cases ask for special **Extra Strength**.

OTIS

**UNDERWEAR
AND HOSIERY
for men and boys**

Ask for OTIS by name ... you'll get full size for maximum comfort, fine finish that means a well-made garment, plus longer wear.

OTIS UNDERWEAR
57 Worth St., New York

**25¢ SHAVES YOU
FOR 12 WEEKS**

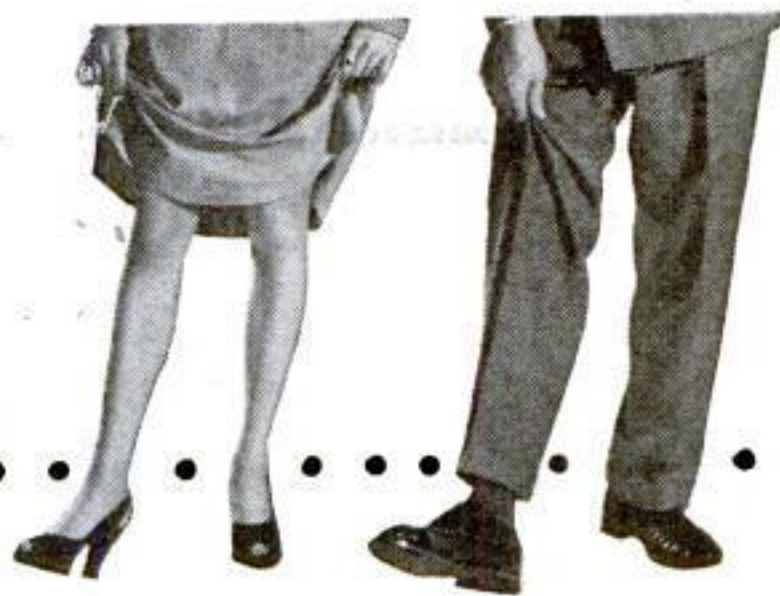
**Marlin
BLADES**

DOUBLE OR
SINGLE EDGE
12 for 25¢

America's Big Shaving Buy

CONTINUED ON PAGE 76

The Travel Topic For Today is



LEGS!

LEGS? Absolutely. Very important gadgets!

Stout folks, small folks, average or tall folks—no matter which group you're in—about half of you is *legs*.

That's why you want 'em to *feel* good.

So when you travel—give your legs a treat! Go Pullman, because—in your own private

your pajamas—and into those crisp, clean sheets where your legs reach down-down-down as far as they can go. No knees in your face



tonight. That's a big, l-o-n-g Pullman bed. Aaah! You're safe and sound in the gentle arms of Morpheus until—up pops the sun—it's morning—and your porter's tapping at the door at the time you asked to be awakened.



You're humming to yourself as you shave and dress leisurely in the privacy of your own

room. And your legs are full of spring and vigor as you step down from your Pullman car. That's the beauty of going Pullman. You can relax in comfort to your heart's content. You



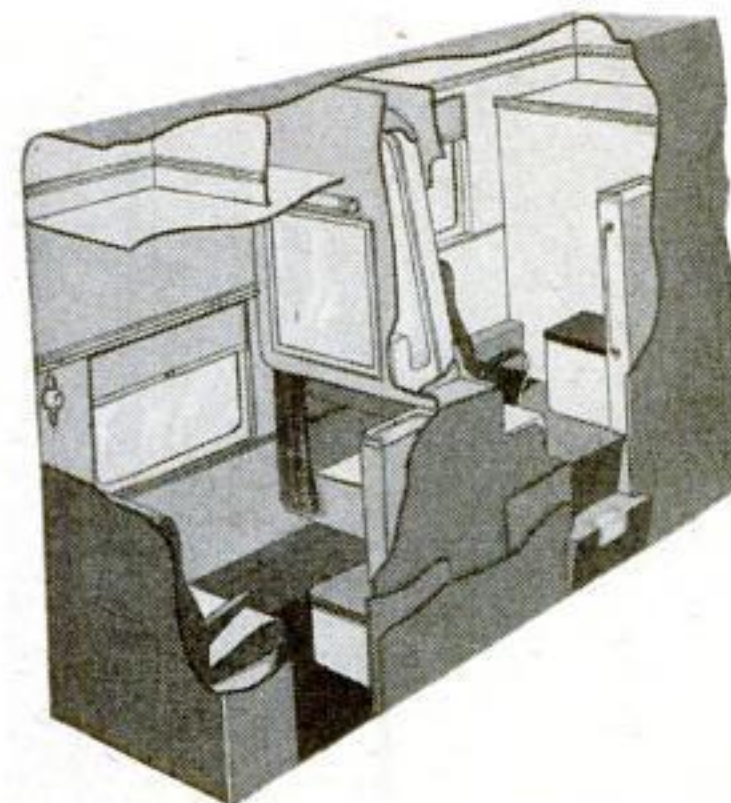
can get up and move whenever you wish. You sleep, safe and sound, the whole night through. And you arrive—on *dependable* railroad schedules—right in town, convenient to everything!

Go Pullman

**THE SAFEST, MOST COMFORTABLE
WAY OF GOING PLACES FAST!**

MORE NEW DUPLEX- ROOMETTE CARS!

Pullman-operated Duplex-Roomette cars are already in service on some railroad lines—going into service soon on others. The new design of these new cars brings the cost of private rooms way down—practically the same as a lower berth! The Duplex-Roomette is one of several new kinds of sleeping cars that establish more firmly than ever the leadership in travel hospitality that Pullman has maintained for more than 80 years.



© 1947, THE PULLMAN COMPANY



Victor 16 mm Sound Motion Picture Equipment...

Keeps the kids at home. Whole-some, lively entertainment — that's the answer! Sound Movies . . . the kind of fun they enjoy most. Thousands of sound films are now available to you . . . free, for rent, or purchase . . . jungle thrills, fine sports, opera . . . for teen-agers and grown-ups, too.

And it's top entertainment because a VICTOR projector insures a perfect performance, with brilliant picture clarity and true sound fidelity. Write today for a demonstration in your own home. Your family and friends will enjoy this modern way of entertainment and learning.

Victor Cine Cameras will soon be available. Write for information on Victor's 3 Models



VICTOR
ANIMATOGRAPH CORPORATION
A DIVISION OF CURTISS-WRIGHT CORP.
Home Office and Factory: Davenport, Iowa
New York • Chicago
Distributors Throughout the World
MAKERS OF MOVIE EQUIPMENT SINCE 1910

keep things moving, Gregory Peck and Joseph Cotten of the *Duel* cast were sent to the opening of the Cole Bros. Circus in Los Angeles. A pleased management returned the compliment by plastering all the elephants in the place with *Duel in the Sun* stickers and encouraged the trapeze artists to cue each other by crying "duel-in-the-sun" instead of the usual "allez-ooop."

Companies which have agreed to make advertising tie-ups with the opening of *Duel* range from the Pittsburgh Plate Glass Company, which is pushing its brand of paint by pointing out that the movie is in color, to Saddle Up, makers of a virile line of men's toiletries, whose advertising will present Messrs. Peck and Cotten as two American males whose journeys to stardom were made easier by frequent use of shaving lotion. Sun Kraft is promoting an ultraviolet lamp with Walter Huston of the *Duel* cast put forward as an example of what artificial sunlight can do for a man. The Cigar Institute of America has sworn to put up 40,000 posters acquainting consumers with the fact that the chief male characters in the movie smoke cigars. Chen Yu has designed a special *Duel in the Sun* nail polish called Sun Red.

Confronted by all these shenanigans as well as by newspaper and magazine advertisements which imply that Selznick's sexy horse opera is a human spectacle unmatched by anything since the Third Crusade, the maddened moviegoer may restlessly walk the streets to get away from it all. But there he sees some of the 500,000 shop windows which Selznick has sworn will be devoted to various aspects of *Duel in the Sun*. In rebellion, he forswears the cinema as a form of entertainment and, returning home, turns on the radio. Still there is no escape. In this latter medium the listener will be bombarded as never before. Selznick has arranged a tie-up with the Benrus Watch Company, Inc. by virtue of which the usual time-signal announcement will be preceded by a short talk of commercial nature from one of the stars of the movie. Other radio announcements will stress the phrase which Mr. Selznick is using to characterize his latest production: "the picture of a thousand memorable moments." Since the announced running time of *Duel* is two hours and a quarter, this means that a memorable moment may be expected to turn up every eight seconds.

Perhaps the only refuge for the customer is alcohol, and even there Selznick is before him. For those who wish to forget its publicity by drinking themselves into insensibility, the company suggests the "Duel in the Sun Cocktail," a concoction invented by the Ronrico rum people on Selznick's behalf. The official recipe: $\frac{2}{3}$ Ronrico white rum, $\frac{1}{3}$ pale dry sherry and a twist of lemon peel. Taken quickly, three of them are supposed to make any septuagenarian feel like Gregory Peck.

—DONALD MARSHMAN



BIGGEST PUBLICITY came when Los Angeles church groups criticized *Duel*, partly because of praying scene featuring a ranting unordained minister called the "Sin Killer" (Walter Huston). They found the character offensive.



All modern conveniences

Ever have to scrub a toilet bowl just before guests arrive? Conveniences today include Sani-Flush, the disinfecting toilet bowl cleaner that's as modern as this minute. Sani-Flush cleans your toilet bowl chemically, removes stains and germ-laden film, ensures a toilet bowl that's really clean and, therefore, odorless. There's no work.

Absolutely safe for all toilet systems. Works in hard or soft water. Sold everywhere. Two convenient sizes.

Sani-Flush

USE
TWICE
A WEEK



IF YOU HAVE A SEPTIC TANK—

You'll be interested in a free, scientific report that proves Sani-Flush will not injure septic tanks or hinder their action when used to clean toilet bowls. Address The Hygienic Products Co., Dept. 217, Canton 2, Ohio.

BLESSED RELIEF FROM

loss of sleep
DUE TO
**head
cold**

MISERIES

Why torture yourself with that "suffocating" feeling due to head colds? A few drops of Mistol Drops with Ephedrine help clear out your nose . . . help you to breathe easier and therefore sleep better.

Caution:
Use only as
directed

Comp.
1945.
Stanco
Incorporated



CHAMPS BY

Roblee

SHOES FOR MEN

Roblee Reg. U. S. Pat. Off



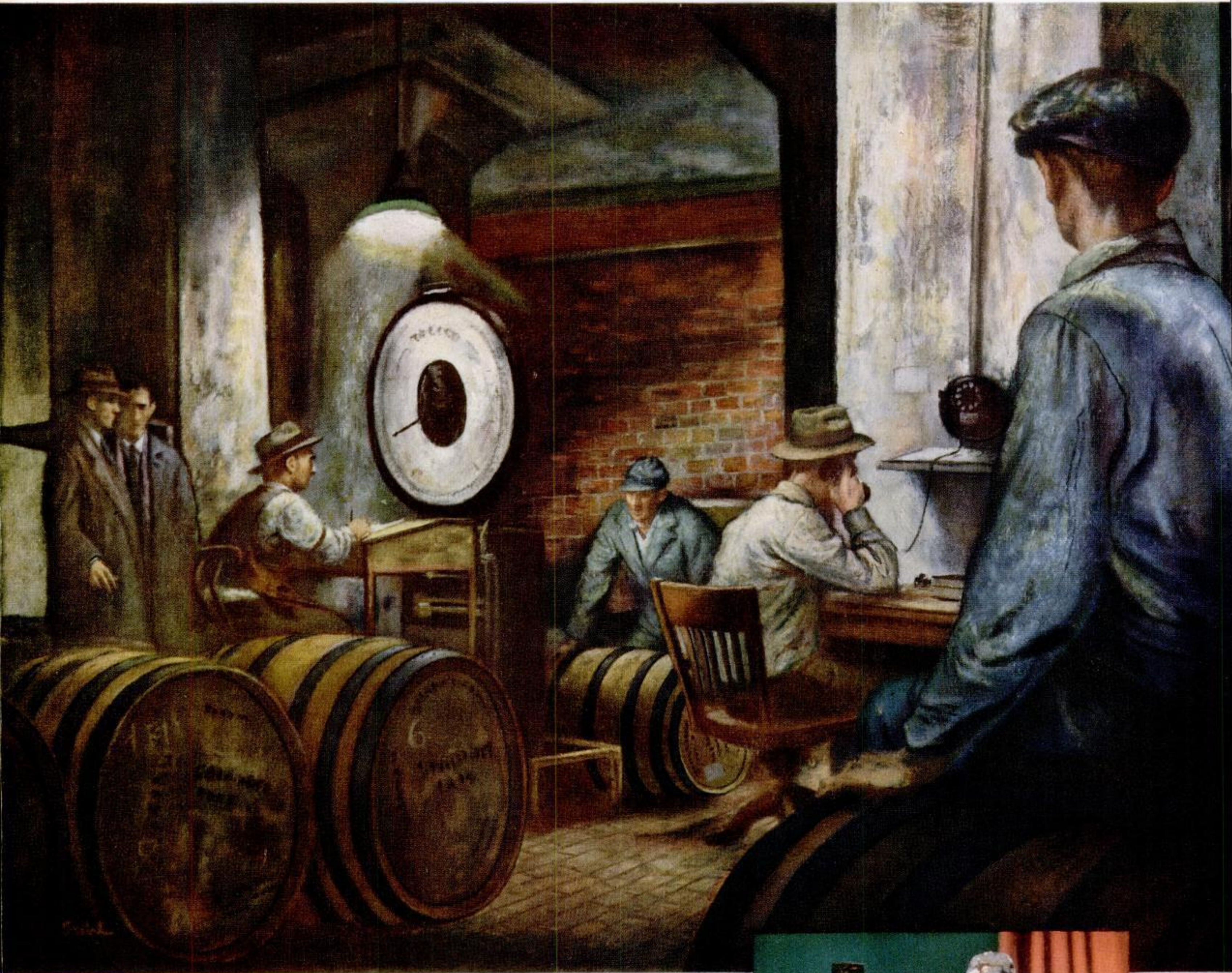
**Knockouts, Mister . . .
Three rugged new styles . . .
Champs of their class
for spring. Heel-to-toe
comfort, built in from
the walking "GO."
Better see Roblee — soon.**



**Roblee Division,
Brown Shoe Company, St. Louis**



Have you ever seen fine whiskey made? To visit the distillery of Hiram Walker on the north bank of the Illinois River at Peoria is to see for yourself the infinite care with which Imperial is made. Artist Ben Stahl shows you below the weighing of whiskey in one of eleven tall rackhouses wherein these whiskeys are ageing — waiting to be blended by experts whose skill is the heritage of Hiram Walker's 89 years at fine whiskey making. Hiram Walker invites you to visit the distillery — and also, wherever you may be, to try Imperial, a really fine light whiskey.



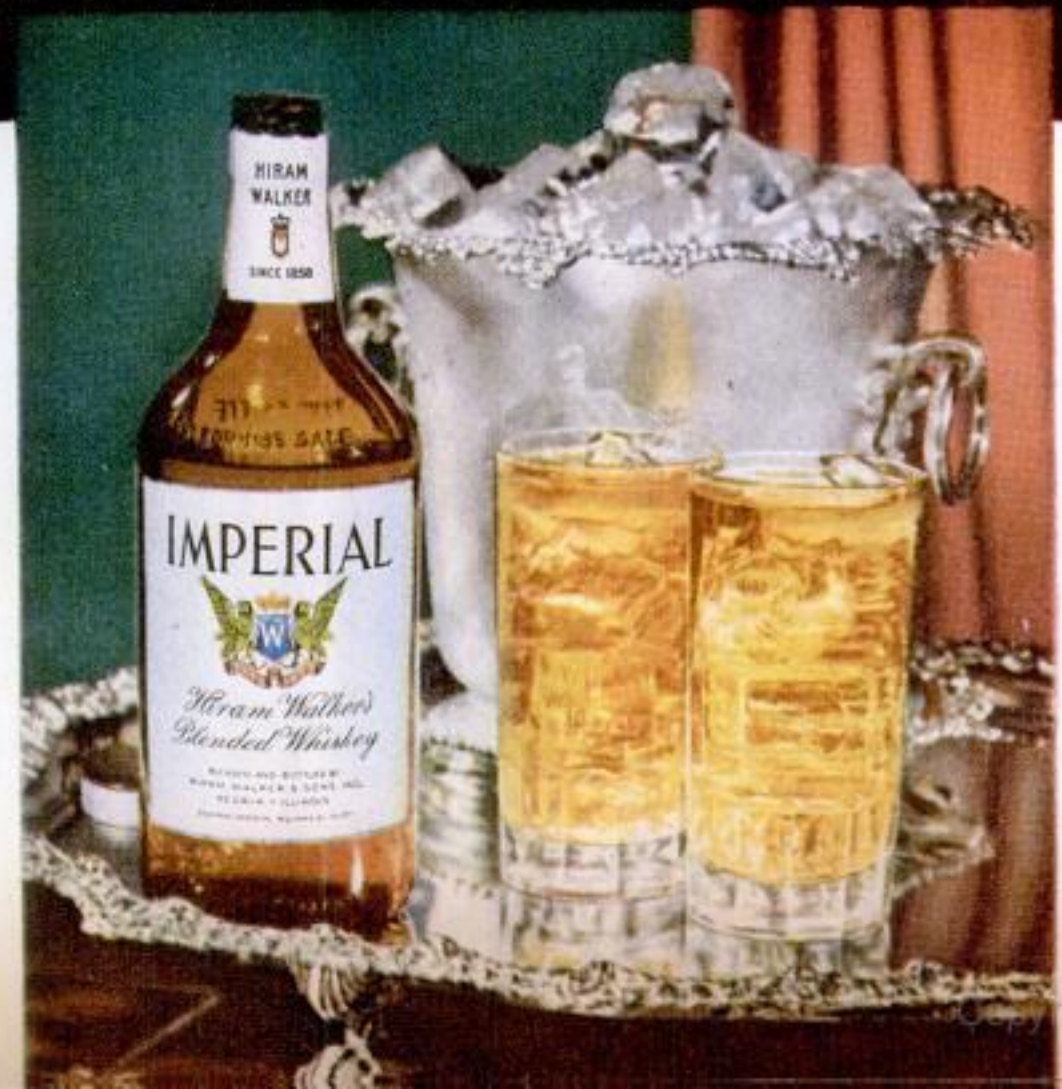
It's good to know!

IMPERIAL

Reg. U.S. Pat. Off.

is a Hiram Walker Whiskey

86 proof. Blended Whiskey. The straight whiskeys in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.





SOUNDMIRROR TAPE is made of paper with coating of iron oxide. Strip at left is 1,250 feet long, sufficient to record full half-hour radio program. Strip at right,

1,125 feet in length, represents same program with commercial (tangle in foreground) removed. All commercials can be removed promptly with scissors and Scotch tape.

THE SOUNDMIRROR

It puts radio programs and other sounds on iron-coated paper tape

To many radio listeners, Utopia would be realized if there were some way of conveniently preserving for future enjoyment the best of the symphonic and other broadcasts which pour from their radio speakers. The paper tape shown above now makes this possible. When run through a magnetic recording device known as the Soundmirror (shown on next page), the tape's surface becomes magnetized in such a way as to faithfully pick up any sound. To reproduce the sound it is only nec-

essary to run the tape back through the machine.

In this way a music lover can economically build a huge library of symphonic and jazz recordings whose fidelity is equal to that of the best phonograph records. Each of his reels of paper costs him only \$2.50 for a half hour's music. This poses a shattering threat to phonograph and phonograph-record companies whose only comfort so far is that the Soundmirror machine now costs \$229.50 and is not likely to come down in price for some time.



Grandma couldn't see the neighbors
Through the dirty pane.



Thanks to WINDEX, now her gossip's
Getting good again!



Mary's kitten haunts the mirror,
Boxing her reflection.



WINDEX gets the mirror bright
In time for Mom's inspection!



Santa Claus gave Pete a car,
The shiniest you've seen!



And Pete's got WINDEX, like his Dad,
To keep the windshield clean!



Get Brighter Windows Quicker With—

WINDEX

TRADE-MARK REG. U.S. PAT. OFF. by The Drackett Company

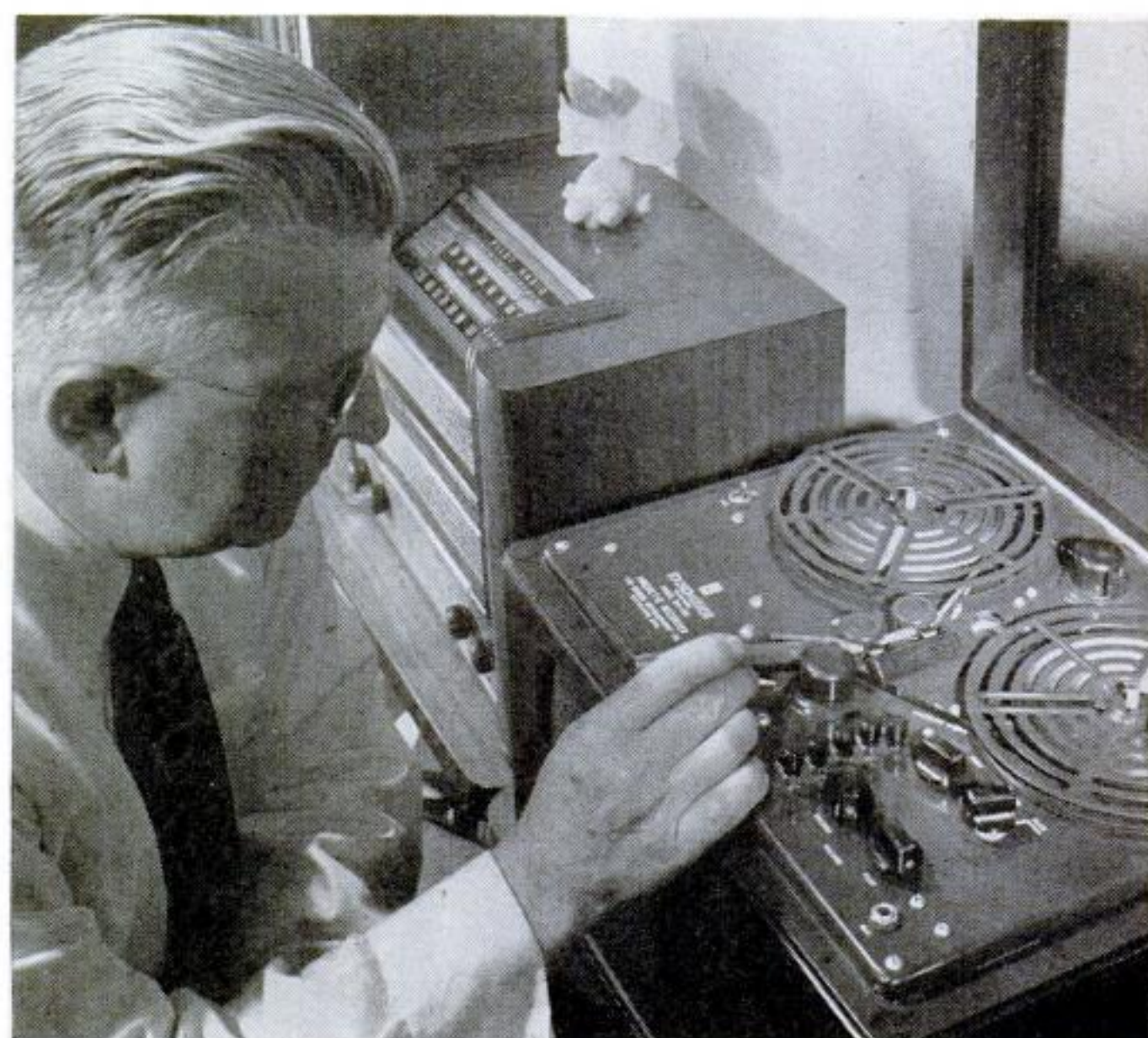
WINDEX is a *must* for house cleaning! No streaking, no film, when you insist on this dustless, noninflammable, oil-free cleaner. Don't trust cheap substitutes!

Spray it on and wipe it off—
WINDEX is a dream . . .
A lightning way to give your glass
A really *brilliant* gleam!

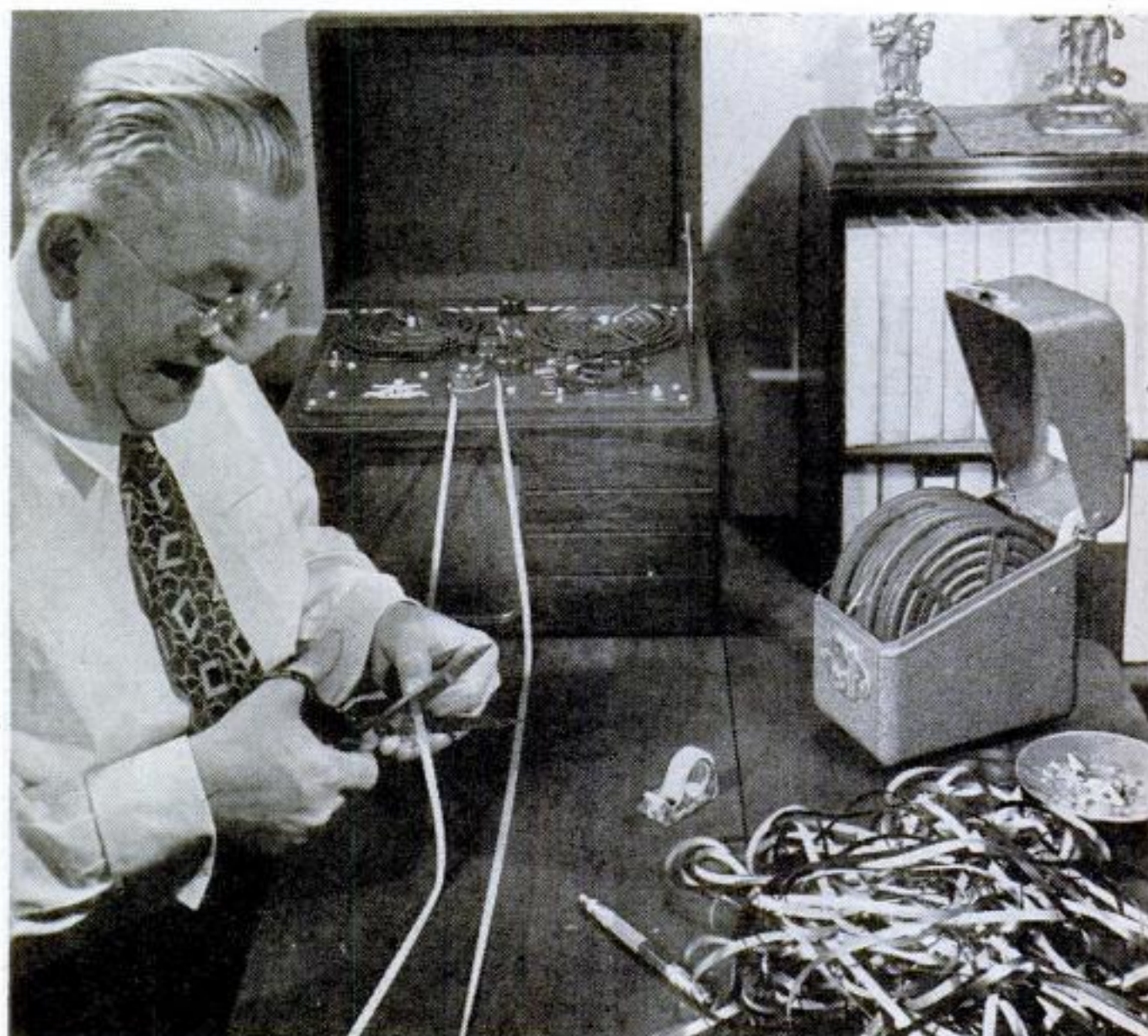


Costs less than a penny per
window — even thrifter
in the big 20-ounce size.

Copyright, 1947, by The Drackett Co.



COMMERCIALS ARE MARKED with grease pencil as the tape is played through Soundmirror. This is the first step in editing a recorded radio program.

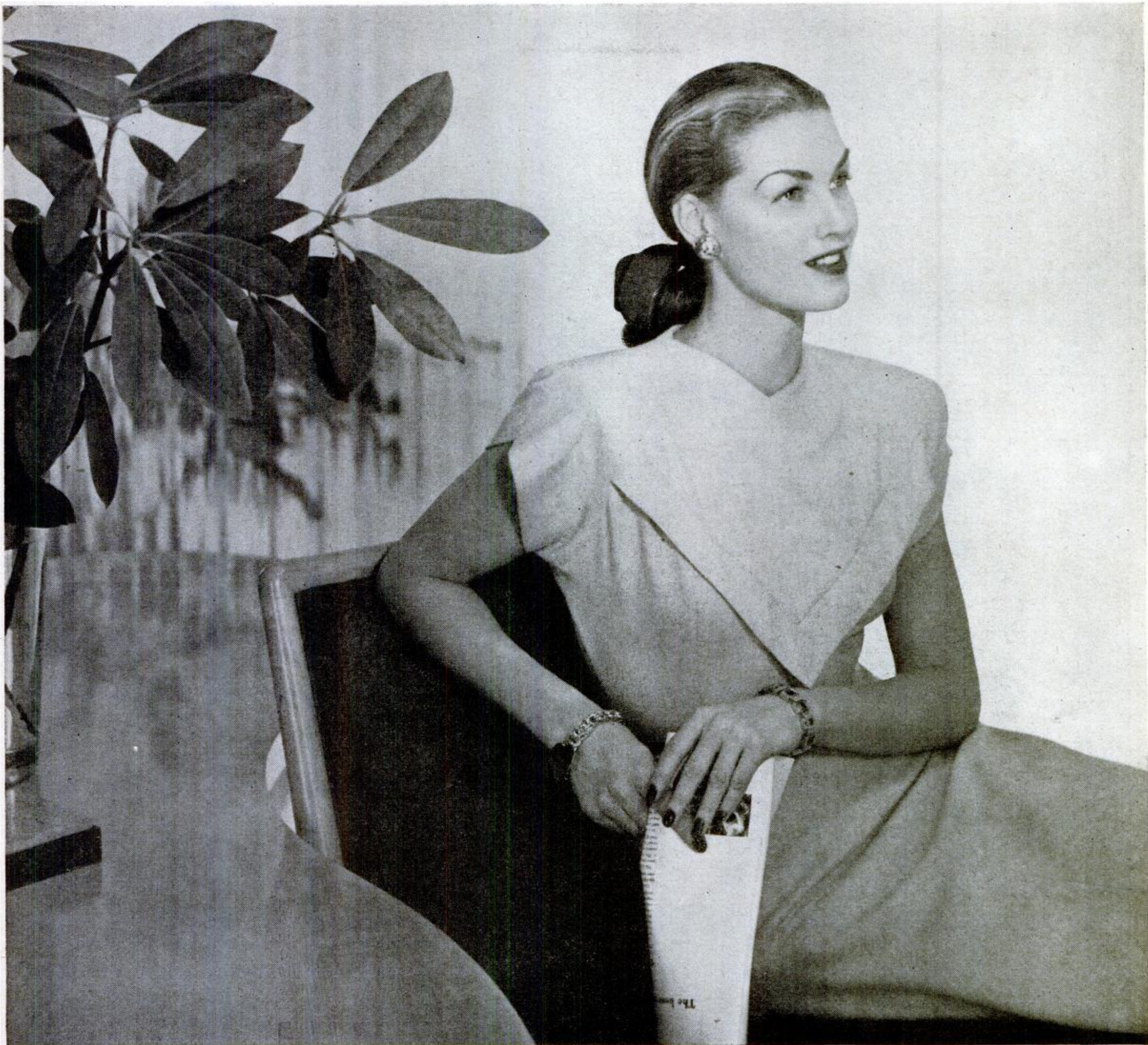


TAPE IS CUT where commercials begin and end. Discarded tape on table is not wasted. It can be pieced together again and used to make a new recording.



EDITED TAPE is quickly spliced with Scotch tape. Makers of Soundmirror expect big sales among parents who wish to record baby voices of their children.

CONTINUED ON PAGE 82



BY APPOINTMENT PERFUMERS TO H. M. QUEEN MARY. YARDLEY, LONDON



So young, and so delightful—the fresh
breath of loveliness that's excitingly
feminine, enchantingly yours—when
you're wearing the gay-hearted fragrance

YARDLEY English Lavender



Yardley English Lavender,
\$5, \$2.50, \$1.50, plus tax.

Yardley English Lavender Soap, 35c
Box of three tablets, \$1.

Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

WEAREVER
De Luxe

50 YEARS OF
FINE PEN MAKING
GIVE YOU THIS GREAT
PEN FOR ONLY

**ONE
DOLLAR**

BY AMERICA'S
LARGEST
FOUNTAIN PEN
MANUFACTURER

\$1.00

OTHER
WEAREVER MODELS:
WEAREVER 845
PEN \$1.95 • SET \$2.75
WEAREVER PACEMAKER
PEN \$2.75 • SET \$3.75

AT DEPARTMENT, CHAIN
AND STATIONERY STORES

© DAVID KAHN, INC., North Bergen, N. J.
*Reg. U. S. Pat. Off.

The Soundmirror CONTINUED

MAIL-A-VOICE MAKES LETTERS TALK



SOUNDMIRROR VARIATION called Mail-A-Voice records speech on revolving paper disk. Played back, record sounds about like phone conversation.



LETTER IS RECORDED by speaking into a small microphone. To hear the recorded message, listener merely places the same microphone close to his ear.

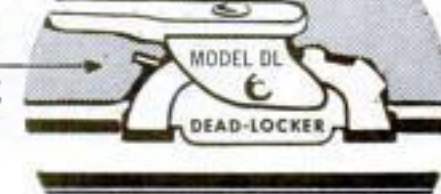


RECORD IS FOLDED and mailed in ordinary envelope. To hear letter, correspondent must also have a Mail-A-Voice. Disk can be re-used indefinitely.

ANCO RAIN-MASTER "Dead-Locker" WINDSHIELD WIPER ARMS and BLADES

BLADE SNAPS ON...
STAYS PUT

FINGER-
TIP
RELEASE



CAN'T FALL OFF
CAN'T BLOW OFF

(A war-born invention—by ANCO—first
for military aircraft—now for your car.)

DON'T SHOOT YOUR GAS-PUMP MAN!

He's doing the best he can. Sure, he knows how dangerous it is for you to drive your car... in stormy weather... with your dull old windshield wipers that smear and smear. He'd gladly put on for you quickly a pair of keen new ANCO RAIN-MASTER Wiper Blades and Arms. He has them—Newest Models! But he forgets to remind you? Too busy? You can't shoot him for that!



PATENTS
MAKE JOBS

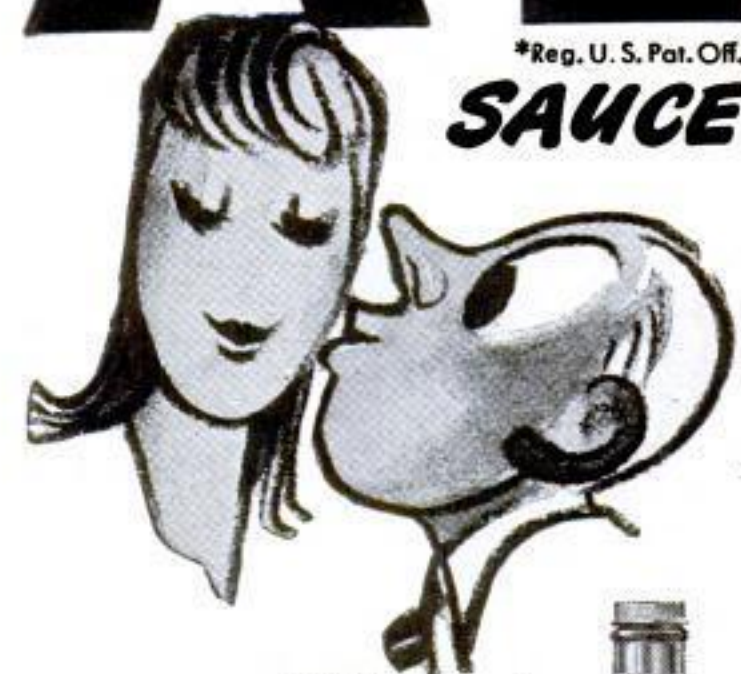
After all, it's your car to protect. So you remind him. Get RAIN-MASTERS... patented features... original equipment on many makes of high grade cars and trucks... used in war—on our fighting tanks and trucks and ships and bombers too... because ANCO RAIN-MASTERS clean quicker, clean cleaner... last longer. May save you a costly smashup. Ask for RAIN-MASTER Windshield Wiper Arms and Blades next time you buy gas.

THE ANDERSON COMPANY
Established 1918
GARY, INDIANA

LIFE IN CALIFORNIA

More Californians read LIFE than any other weekly magazine—2,003,000 every week! As a matter of statistical fact, LIFE is the most widely read weekly magazine in every other state, too.
22½ Million Readers Coast to Coast

A-1
*Reg. U. S. Pat. Off.
SAUCE



Men have been known to kiss the cook for using A-1 sauce to flavor gravies, soups, stews and casseroles



Write for "Cooking for a Man"
G. F. Heublein & Bro., Inc. Hartford, Conn.

The DASH that makes the DISH



What it's like to be in love...

AT LEAST three times before, I *thought* I was in love.

Oh, it was all very glamorous...the dances and parties, the little envious sidelong glances of the other girls, the flowers, the notes, the attention.

I can see now how young and silly I was. For I learned that when a girl really falls in love, her heart turns outward instead of in.

That's the way it's been from the moment I met Dick. I found myself wanting to make *him* happy...to do things *he* liked. I let him teach me how to ski. I learned not to hold my ears at his swing records. And then, before we knew it, we were adding up our dreams of what a home should be like.

Not that we always agreed on the little

things. I like yellow kitchens. Dick prefers white. He adores leather chairs. I slip around in them. Just the same, on the important things we saw eye to eye. Nothing second-best. A few good pieces of furniture. Real solid silver for the table...

Well...that's how it worked out. Perhaps of all the things in our new home we'll go back to tomorrow, the International Sterling we chose means the most.

Our first lifetime possession...beautiful, as we'll always want beautiful things around us...enduring, to gather memories all our life together.

And somehow, I think the most shining memories of all will be the everyday ones: two place-settings, two people in love.



When you're choosing family silver, see the beautiful International Sterling Patterns.

Each International Sterling pattern is artist-designed...fine-balanced...finished with jewel-like precision.

Begin, if you like, with individual place settings...knife and fork, teaspoon, salad fork, cream soup spoon, and butter spreader. A 6-piece place setting in most International patterns can be yours for less than \$25.

All International Sterling patterns are made in the U.S.A.

TUNE IN to *The Adventures of Ozzie and Harriet*, Sunday evenings, 6:00 p.m., E.S.T., Columbia Broadcasting System.

Copyright 1947. The International Silver Company, Meriden, Conn.



Wonderful news! Your dollars-for-silver will still buy you just as much superb International Sterling as you'd planned on! Prices have not been raised.

Copyrighted material

VALENTINE'S DAY FEB. 14TH



A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

Copyright, 1947, Stephen F. Whitman & Son, Inc., Phila.



ON A MIDWINTER NIGHT OF THE SECOND YEAR OF OCCUPATION, TWO AMERICAN CONSTABULARY MPs PATROL THEIR BEAT IN THE MAIN SQUARE OF BAYREUTH

OCCUPIED GERMANY

LIFE PRESENTS A PROGRESS REPORT ON THE U.S. ZONE

PHOTOGRAPHS FOR LIFE BY WALTER SANDERS

Next month the foreign ministers of the U.S., Britain, France, and Russia will meet in Moscow in an effort to work out a peace treaty for their recent great enemy—the 65,910,999 inventive people, the 182,104 square miles of rich natural resources and the traditionally proud, fierce national spirit which are Germany. The Big Four may take months or years to agree. France wants an impotent, agrarian Germany. Britain, torn between a socialist government and a conservative military, does not know quite what it wants. Russia definitely wants a subject Germany, either as an unwilling source of reparations or an enthusiastic disciple of Communism. The U.S. has settled down to wanting a neutralized Germany which would be given an opportunity to rebuild peacetime trade under a democratic self-government.

Meanwhile the occupation goes on under an impossible four-zone arrangement which was secretly

foisted on the world at the Yalta Conference. In 43,195 square miles of southern Germany, U.S. troops patrol (above). In western Germany the British are the constabulary; in the industrial Ruhr the French have troops; in the 85,501 square miles of eastern Germany the Russians have full charge. Germany uses four official currencies, the dollar, pound, its own reichsmark and occupation marks printed by the Allies. It also uses one unofficial currency—the American cigaret—which is possibly better than all the rest. Its economy is divided much as if no food imports were permitted to New York and no iron-ore traffic between the Mesabi Range and Pittsburgh.

For a study of this situation, Photographer Sanders and Correspondent Percy Knauth surveyed the U.S. zone. They found the scene changed superficially by signs like those at right. For a further pictorial report on Germany in 1947 see the next 10 pages.





DENAZIFICATION trials are now handled by all-German courts. Here a small-time Nazi leader who head-

ed a party "cell" stands testifying. He is Paul Grassel, an ex-paper hanger who rose under Hitler to be owner of

two apartment buildings. Men at table are judges and the women, court reporters. Man in foreground is a witness.

PROBLEMS

THE ZONE MUST FIRST BE DENAZIFIED AND REBUILT

In carrying out the U.S. program for Germany the two biggest immediate problems have been getting rid of Nazi influence and rebuilding the cities, factories and roads into some semblance of a going community. Both problems are horribly complex.

Soon after V-E Day, the Army arrested 85,000 Nazi bigwigs. Subsequently it submitted questionnaires on political background to some 11,000,000 Germans. Of these perhaps 2,500,000 will fall in the suspicious class and require further investigation or trials before local German courts like the one shown opposite. It will take many months to handle these cases, and it is expected that more than 200,000 active Nazis will be fined and 60,000 sent to jail. Although it is too early to tell whether Germany has really been purged of Nazi ideology, the American program is the most thorough in any of the four occupation zones. Much of the credit goes to able Lieut. General Lucius D. Clay, head of the U.S. military government, who has refused to short-cut his problem with haphazard methods.

On the positive side the U.S. has set up freedom of assembly, resulting in open political rallies (*upper right*) such as Germany has not seen in years, and has conducted free elections in which the Germans have chosen their own forms of parliamentary government and their own leaders. It has permitted the Germans to set up 44 newspapers which, while forbidden to criticize U.S. occupation policy, are otherwise free. Indeed U.S. authorities have had a hard time convincing German journalists, with their long habit of printing what they were told, that they may now print the facts as they see them.

Roads and bridges have been rebuilt (*bottom right*), rail service restored and the postal and telegraph system revived. German industry in the U.S. zone (*pp. 94-95*) is back to 30% of prewar production.

The U.S. record is far from perfect. It has not solved the problem of the zone's 567,281 displaced persons. Its troops, especially unseasoned officers and the undisciplined 18-year-olds, have frequently been guilty of rowdiness, black market profiteering and the most undemocratic kind of arrogance. But despite the problems and the failures, the U.S. zone is still the best run of the four. For a discussion of the policy behind this record, see John Kenneth Galbraith's revealing article on page 96.

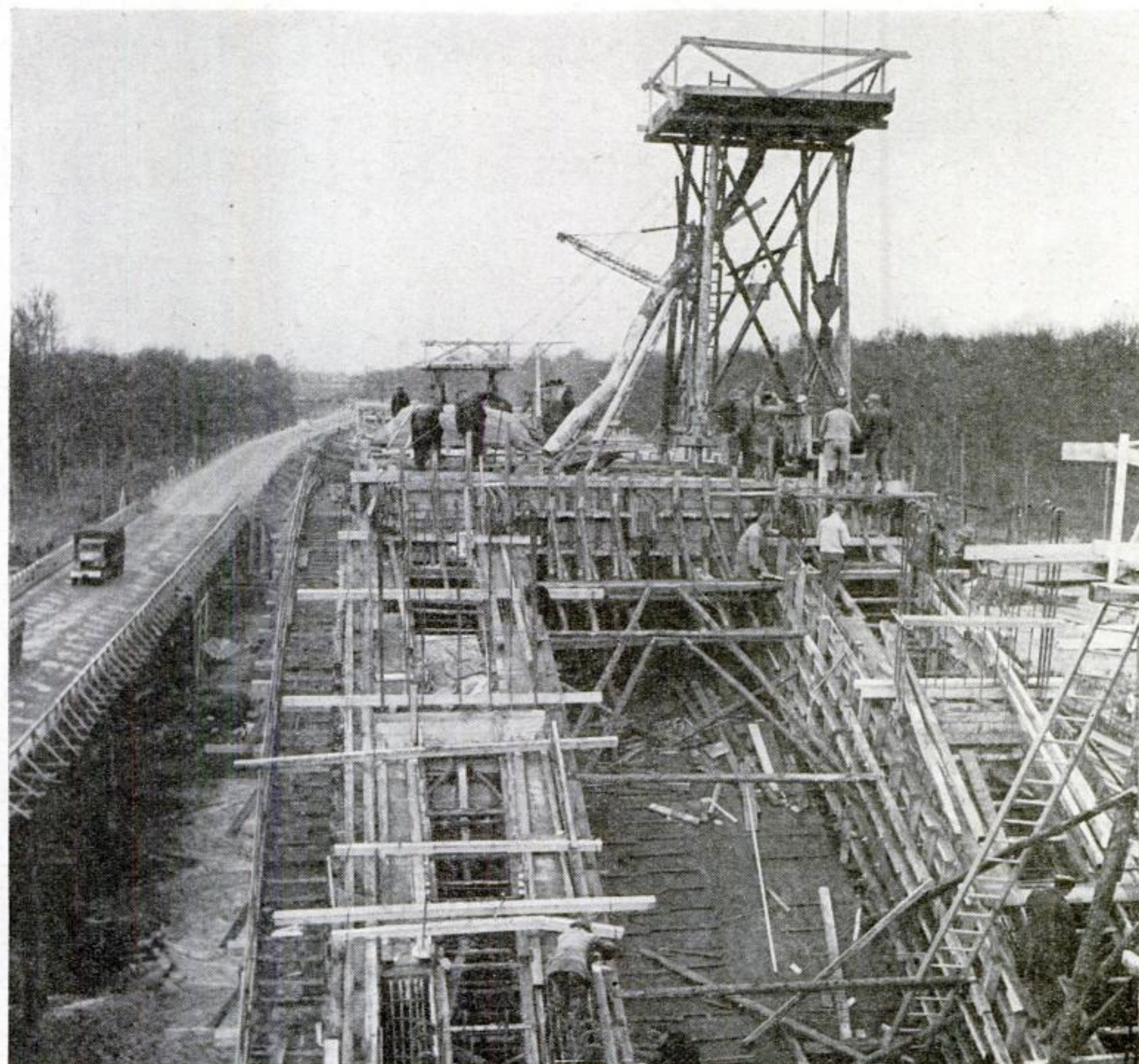


DP GIRL, a Russian, grapples with big spoon at a GI party given for children whose parents cannot be found.



FREE ASSEMBLY is now allowed for first time in 14 years. At this pre-election rally in Munich square a big

crowd gathers to hear campaign speech. In the election Bavaria adopted new constitution, ruled out Communists.



NEW BRIDGES, to replace hundreds bombed during war or destroyed by retreating German army, are being

built with help from U.S. Here a new span goes up across the Danube to replace a wooden temporary bridge at left.



GI AND GERMAN BRIDE go skiing at the Army's elaborate recreation grounds at Garmisch-Partenkirchen.

He is Herbert Fraser, 24, who was recently discharged by Army. He now operates the resort hotel with a salary of

\$3,160 plus the right to buy American food through the Army. She is Marianne Mehler, 23, a professional skater.

SOLDIERS

SOME OF THEM "NEVER HAD IT SO GOOD"

American GIs like to say of one another derisively and of their officers in all seriousness, "They never had it so good." Among the occupation troops in Germany this old Army phrase is often literally true. For recreation centers the Army has taken over famed German castles like Kronberg (right) and resorts like Garmisch-Partenkirchen (opposite page). It feeds the soldiers a diet, imported from the U.S. and Europe's few surplus food areas, which equals anything served in U.S. mess halls and is utterly sumptuous by present German standards. At the Post Exchanges it displays ample quantities of tax-free cigarettes, low-priced luxury goods from all over Europe and even an occasional new American automobile, whose lucky purchaser is chosen by lottery. Young officers able to bring their wives over from the States can offer them comfortable living quarters and efficient servants such as are currently unobtainable at home.

A day in the life of one young West Pointer's wife is shown in pictures below. Mrs. Leo Hinkey, 25, arrived in Germany from the U.S. last June, now lives at Fürstentfeldbruck Air Forces replacement center in a house originally built for a German officer. In Army literature designed to lure soldiers to Germany the camp is described as "a bit of America transplanted to Bavaria." This is an accurate description. Mrs. Hinkey enjoys all the comforts of home except a central heating plant. The Hinkes' house costs them the regular lieutenant's housing allowance of \$75 a month, and their groceries and staples cost them 40% less than in the U.S. Their German servant costs them nothing at all.



AT KRONBERG CASTLE AN AMERICAN CHILD BOUNCES ON THE KAISER'S OLD BED



OFFICER'S WIFE, Mrs. Leo Hinkey, starts out from home for shopping trip after giving her maid instructions.



VISIT TO PX is high spot of morning. Besides Cokes and drugs, PX has Swiss watches and German cameras.



ONLY ANNOYANCE in Mrs. Hinkey's day is this iron stove, which requires constant stoking with soft coal.



LIVING ROOM is supplied with furniture from German stocks. Hinkes brought lamps and slipcovers from U.S.



LUNCHTIME brings Lieutenant Hinkey, a company C.O., home for meal. Dog is German shepherd named Rolf.



SUPPLY TROOPS make regular milk deliveries. Hinkes also get fresh oranges from U.S., eggs from Denmark.



BEFORE A FULL HOUSE IN MUNICH'S PRINZREGENTEN THEATER, CONDUCTOR OTTO WIRTHENSOHN RAISES HIS BATON FOR THE OVERTURE TO "HANSEL AND GRETEL"

CULTURE

IT THRIVES AMID RUINS

As in all of Europe, culture still flourishes in the midst of Germany's bomb rubble and economic despair. In the American zone the liveliest arts are the theater and music. The Bavarian State Opera (*above*) carries on in a small theater in a ruined Munich square where Hitler once lived. It is actually better and more popular than before the war, since it now

boasts several fine singers from the Berlin Opera who fled to Munich in the last stages of the fighting. But while occupied Germany still shows great talent for performing the old works, no new music or literature is being written. Nobody can yet say what years of Nazi control and the trauma of defeat have done to the once great creative urge of German artists.



DISEASE

IT IS BIG ARMY PROBLEM

ure to 21,000. U.S. commanders have resorted to examining suspected girls and posting rogues' galleries of the infected ones (*above*). Some Americans fear that Germany's alarming disease rate will always be a black mark on our occupation record. But actually U.S. soldiers, who took little venereal disease into Germany, are more victims than culprits.



IN WINTER DESOLATION A FARMER TEAMS A HORSE AND OX TO PLOW A FIELD WHICH HE WILL SOW TO RYE IN THE SPRING. THIS IS THE FIRST TIME THE FIELD HAS

POVERTY

LIFE IS A GRIM BATTLE WITH COLD AND HUNGER

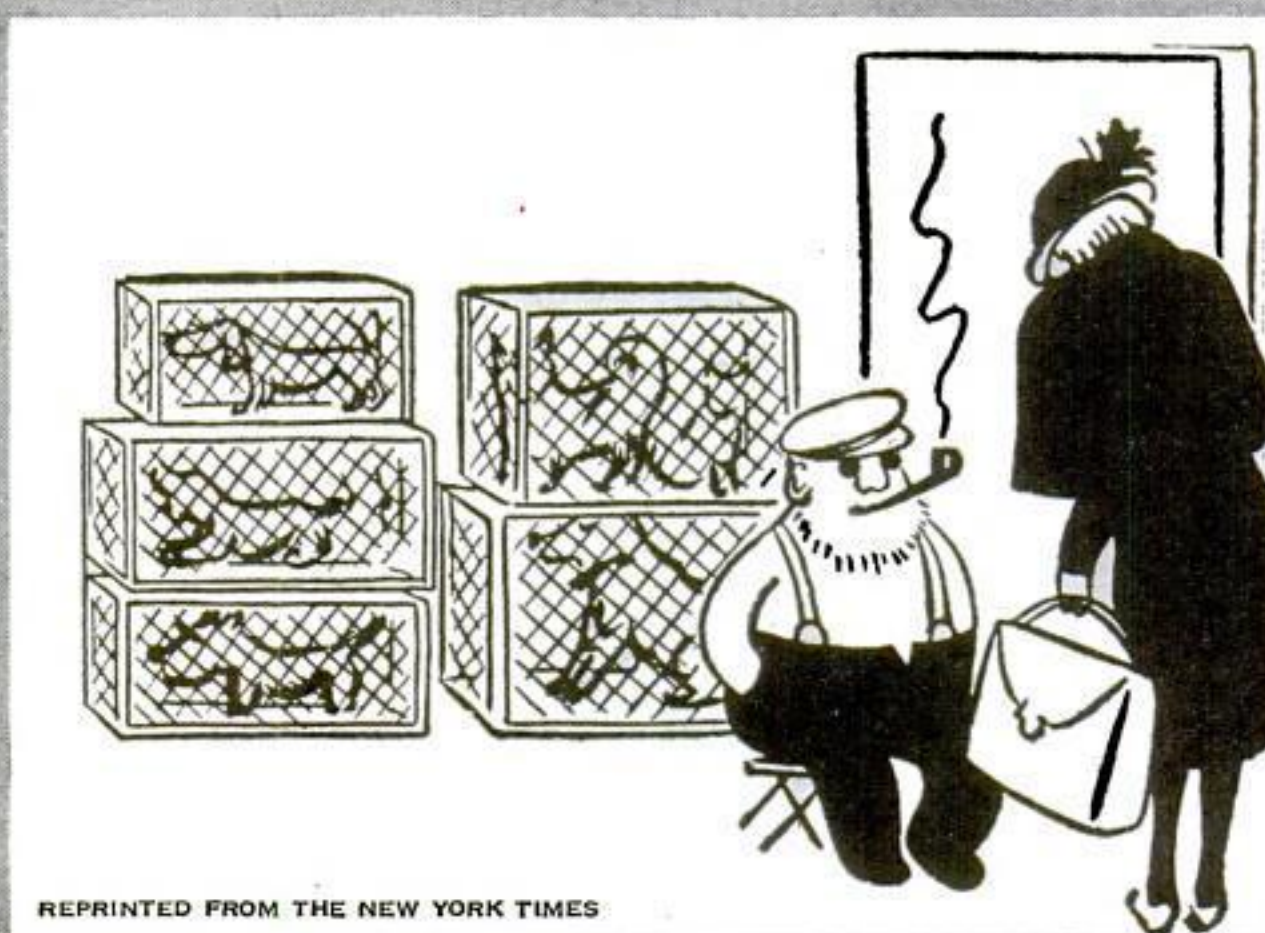
An oversimplified but generally accurate description of the zonal system has it that Russia got Germany's breadbasket, England and France its industries, the U.S. its scenery. Yet the U.S. zone, which has always imported 40% of its food, is today the best fed of all. Russia has systematically looted its rich farmlands. England and France, themselves hungry, have been unable to supply much help. The U.S. has shipped in \$300,000,000 worth of food.

Even so life in the U.S. zone is ridden by short-

ages and Army red tape. The Germans get 1,550 calories, 400 calories below that required for normal health. With one of the hardest winters in 50 years upon them, the populace is striving desperately to prepare for a new harvest (*above*) and to conserve the old (*right, below*). Like all unhappy and poverty-stricken people, the Germans are inclined to blame their administrators, in this case the Americans. When anything particularly unpleasant happens, the Germans remark, "That's democracy."



SCIENTIFIC FEEDING is lampooned by man on the scales who says, "First it was vitamins, now calories. Let's hope pretty soon we get something to eat."



REPRINTED FROM THE NEW YORK TIMES

MEAT SHORTAGE is subject of this cartoonist. Says woman, "I'd like to buy a puppy." The shopkeeper's reply: "For how many people?" All these cartoons are from German newspapers in U.S. zone.



HEATING PROBLEM produced this cynical bit of humor. Sign on padlocked door of hell reads, "Closed on account of the coal shortage."



BEEN PLOWED SINCE IT WAS TAKEN OVER BY AN ANTI-AIRCRAFT BATTERY IN 1938



A GERMAN PLANT MANAGER AND WIFE WAIT FOR A LIFT ON A SNOWY HIGHWAY



SALVAGING POTATOES, even in small quantities, is a life-and-death matter for the underfed Germans. Six of them are pitching in here to help scoop up the cargo

spilled from a U.S. Army truck which was wrecked on an icy road in Bayreuth. The truck was working on "Operation Spud," in which U.S. soldiers and vehicles were as-

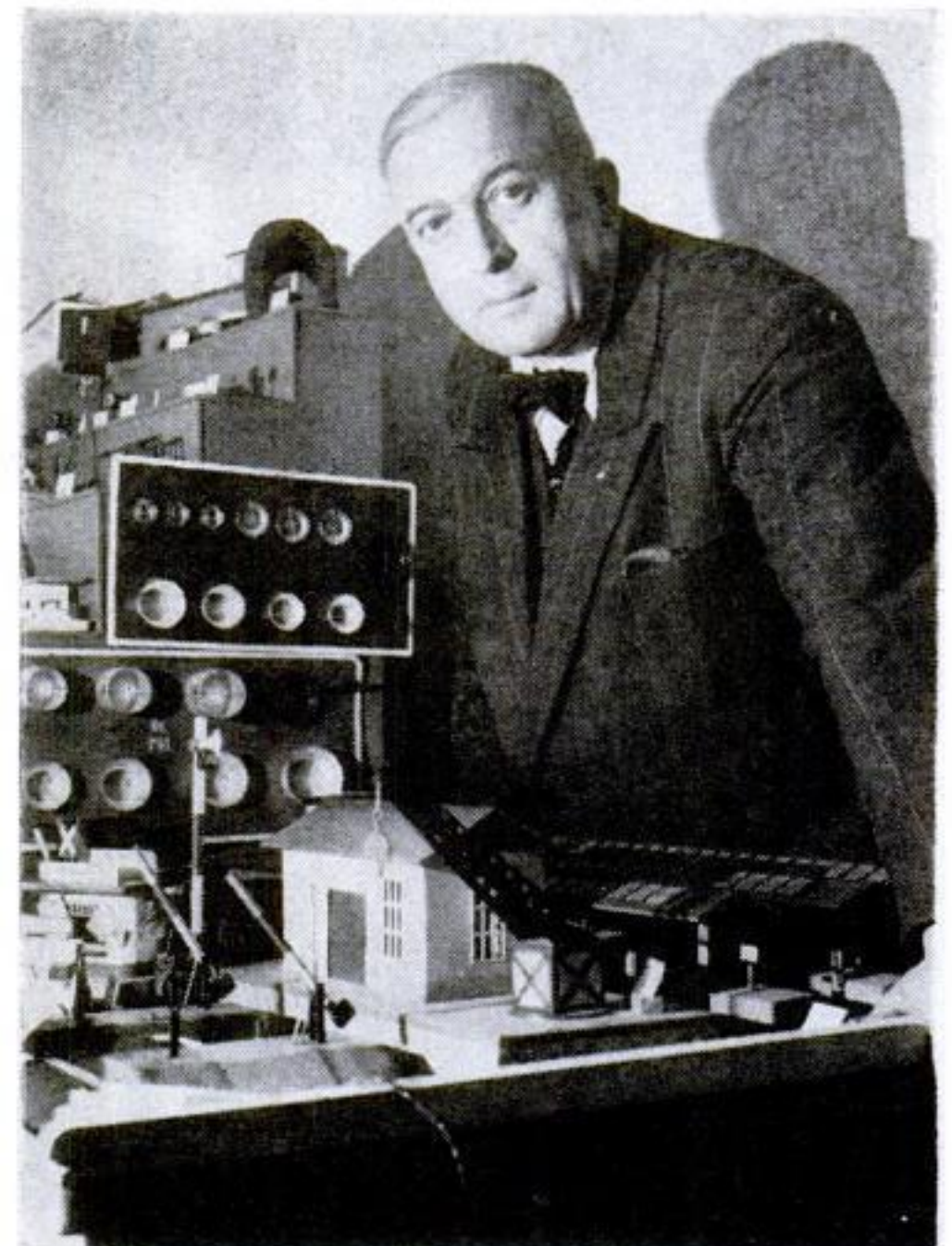
signed to help southern German farmers get their potato crop out of the ground and to market before the heavy winter freezes could damage any of the precious harvest.



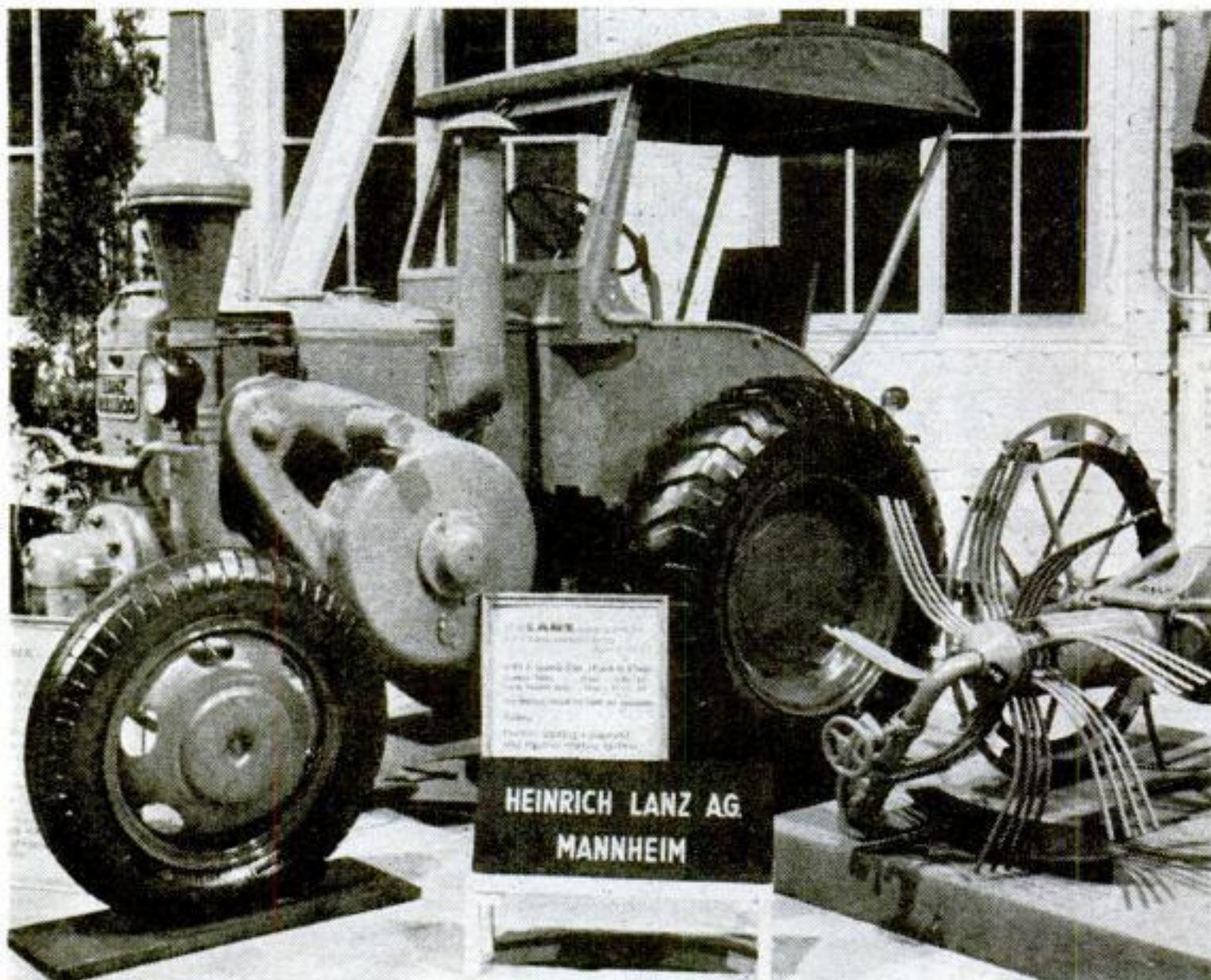
TRUCKS are exhibited at Stuttgart industrial fair by Mercedes-Benz. In the foreground is new butter churn.



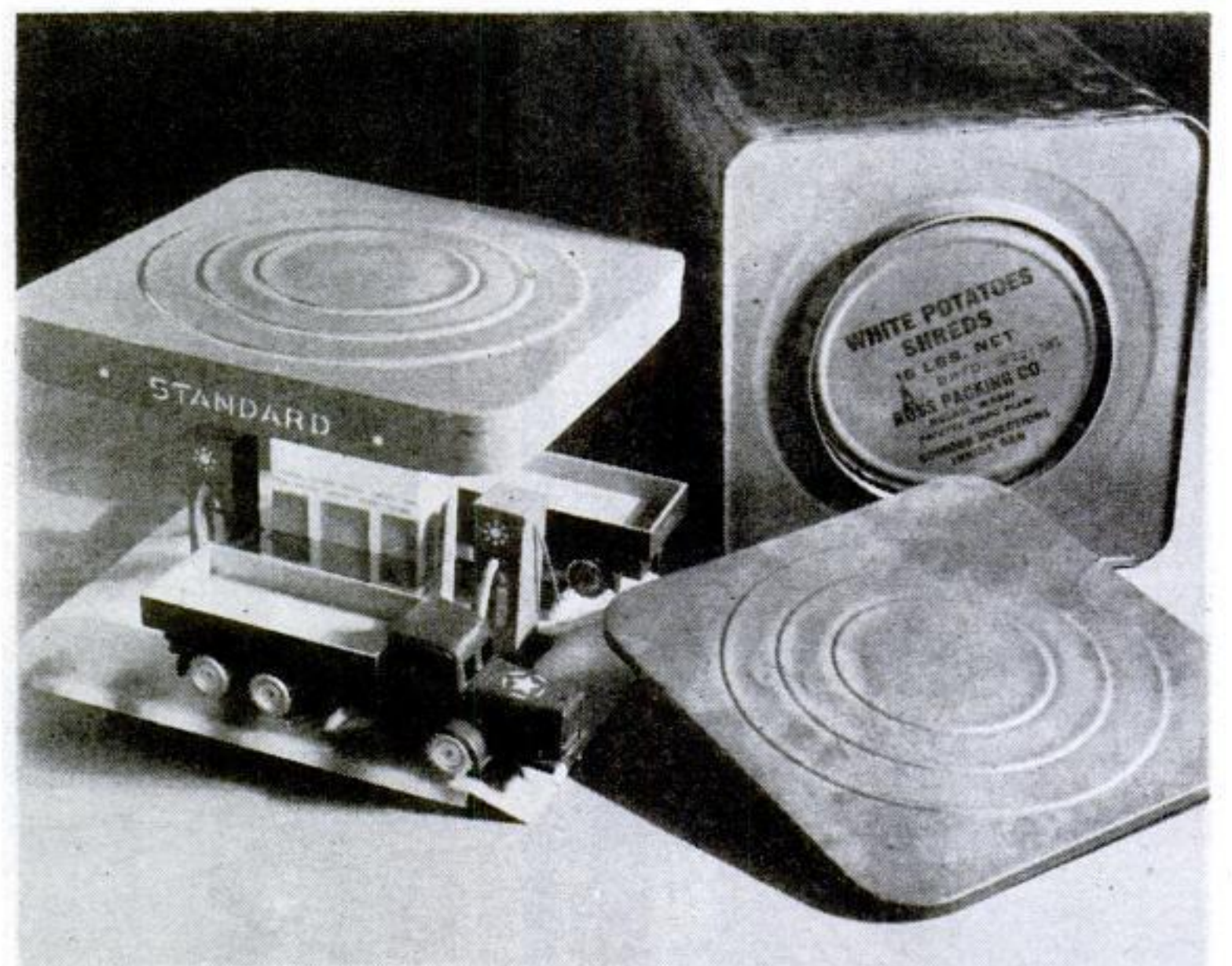
WOMEN'S WEAR is only samples. Textile shortage, among the worst of all in Germany, prevents production.



TOYMAKER Paul Kindler exhibits dishes, newsstand, railway stations for which he was noted before the war.



TRACTOR, with potato-digger attachment at right, is a pilot model which is far from mass production. But the plant could turn them out in quantity if it had raw materials.



TOY FILLING STATION made by Kindler is constructed entirely from discarded mess-hall potato can. The Kindler plant, burned in war, is back to 75% of production.



SPONSORS OF FAIR were (from left) Britain's Sir Cecil Weir, Germany's H. Kohler, U.S.'s William Draper.

INDUSTRIAL REVIVAL

PRODUCTION IN U.S. ZONE HAS DOUBLED IN YEAR

The pictures on these two pages are eloquent proof of two important facts about postwar Germany: 1) the continued skill and inventiveness of the German craftsman and 2) the good record of U.S. occupation authorities in helping Germany, and thus all of Europe, start back on the long road to economic self-sufficiency.

Of all zones, the U.S. has made the most industrial progress. Starting virtually from scratch, it has doubled production in a year and is now exporting about \$1,600,000 worth of goods a month. Exhibits at the recent industrial fair in Stuttgart (above) showed what can be done as soon as raw-material shortages—notably coal and steel—can be solved.

All of Europe needs these products, which Germany will export in return for food. But true re-

covery can never begin until Germany is treated as an economic unit and a part of the greater European unit. If, for example, highest priorities for food and steel from all zones were given to the Ruhr coal miners, they could mine more coal to produce more steel to build more tractors to grow more food. The danger to which the French are particularly sensitive is that such unification could result in a revival of Germany's ability to manufacture tools of war as well as tools of recovery.

A start toward unification was made last August when the American and British zones were partially merged to permit freer business transactions. But unless Russia and France also agree to some form of consolidation, the German manufacturer like Herr August Arnold (opposite page) will remain frustrated.



STYMIED MANUFACTURER of an advanced type of camera is a victim of the zone system. August Arnold

(above) has adapted the reflex principle to taking movies, only to find he cannot get lenses from the Zeiss factory

in the Russian zone or the Schneider plant in the French zone. Meanwhile he examines turrets which are piling up.

BECOME A MEMBER

of the world's most famous
After-Shave Club

★ For a refreshing, enjoyable finish to your morning shave, join the discriminating men who use Aqua Velva. Cooling, bracing—Aqua Velva helps protect the skin from chapping. You'll like its clean, pleasant scent—the way it leaves your face feeling smoother and more fit.

Aqua Velva is the world's most popular after-shave lotion. Use it regularly for the utmost in after-shave pleasure.

The J. B. Williams Co., Glastonbury, Conn., makers of fine shaving preparations for over 100 years.



A FEW OF THE MEMBERS
Sir Cedric Hardwicke
Albert Spalding
Brig. Gen.
John J. Bradley,
U.S.A., Ret.
Norman Rockwell
James Thurber
Wilfred Pelletier



GERMANY CONTINUED



OCCUPATION BOSSES: GENERAL CLAY (RIGHT) AND AMBASSADOR MURPHY

THE U.S. POLICY IT SEEKS TO NEUTRALIZE BUT NOT TO RUIN THE GERMAN STATE

by JOHN KENNETH GALBRAITH

The author of this article was a director of the U.S. Strategic Bombing Survey in Germany after the war and later in charge of economic affairs in the occupied countries for the State Department. He is now an editor of FORTUNE. This article is based on a more detailed analysis by Mr. Galbraith which appeared in the January FORTUNE under the title, "Is There a German Policy?"

In the days of anger when American armies were pouring into Germany, General Eisenhower was ordered by the Joint Chiefs of Staff to occupy the country "not for the purpose of liberation but as a defeated enemy nation." Last September at Stuttgart, Mr. Byrnes promised "to help the German people to win their way back to an honorable place among the free and peace-loving nations of the world." These two phrases, a year and a half apart in time and a world apart in meaning, imply that U.S. policy toward Germany has undergone wide revisions since the end of the war. In the new policy that Secretary of State George C. Marshall inherits, and presumably will carry to the Moscow Conference, five clear aims can now be recognized. They are:

- 1) To keep Germany peaceful and neutral.
- 2) To make Germany repair some of the damage it did during the war without working more damage in the process.
- 3) To re-establish Germany as a single national community with a democratic government of limited powers.
- 4) To encourage economic recovery in all of Germany if possible, and in the American and British zones in any case.
- 5) To draw reasonable boundaries for the new Germany.

KEEPING GERMANY PEACEFUL

Security from Germany remains a prime aim of U.S. policy because there is still a German menace. Germany is the most populous country in Western Europe. In spite of bomb damage it still has the best industrial plant. Anyone with an ordinary gift of imagination can picture what a resurgent Germany might do to the world were it armed with atomic weapons. More immediately, however, Germany's chief danger is in its value as a junior partner. A Russo-German partnership would control all Europe; an affiliation between Germany and the Western powers would certainly be looked upon with suspicion by Russia. While few Americans would look with much relish on entering into a partnership with Germany, it is equally clear that the U.S. does not want Germany to become a member of an Eastern bloc. For the sake of world security Germany must be put off-limits to any competition between East and West.

Meeting at Potsdam in the summer of 1945, the Big Three

Preferred the world over—

VAT 69

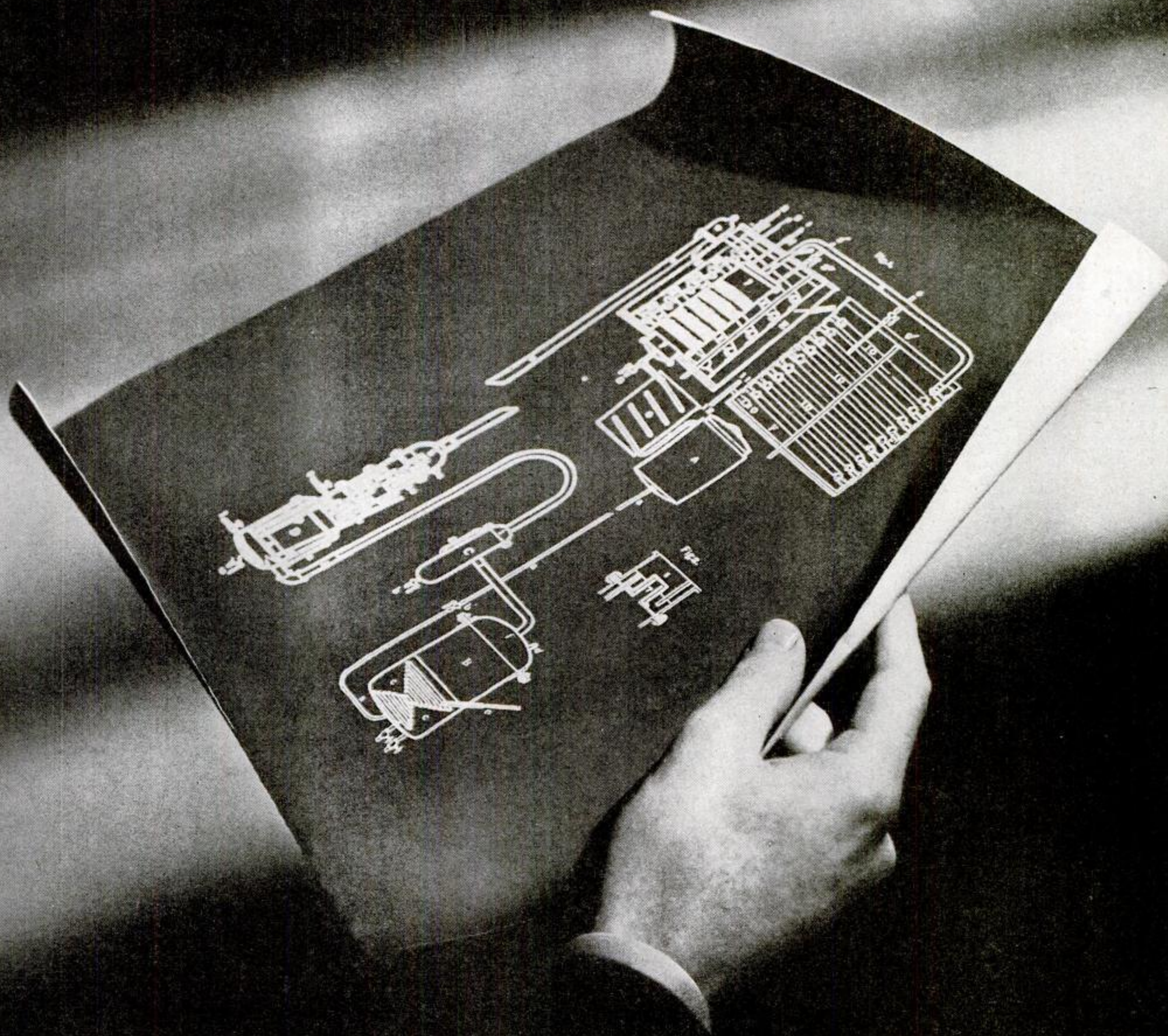
—the finer-tasting
Scotch Whisky!

"Quality Tells"

BY APPOINTMENT
SCOTCH WHISKY DISTILLERS
TO H. M. KING GEORGE VI
WM. SANDERSON & SON, LTD.

PARK & TILFORD IMPORT CORP., NEW YORK, N. Y. • BLENDED SCOTCH WHISKY • 86 PROOF

"THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER"



He found the secret of making ether—and gave it away

JUST about one hundred years ago, it suddenly became important for the world to have *pure* ether. Lots of it.

That was when man first found how to use an anesthetic in surgery. The defeat of pain in surgical operations had begun, but two obstacles stood in the way of spreading the blessing. There wasn't enough ether. And what was being made was impure, unreliable.

In 1853, a young physician, Dr. E. R. Squibb, perfected the process for making pure, reliable ether. He made his invention available to anyone who wanted it. His basic process is still being used.

Because the need for ether was great, and the supply was then woefully limited, he revealed his process not only in this country but abroad, without profit.

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Research on hormones . . . the study of virus infections . . . the discovery of how to crystallize penicillin . . . early work on the sulfa drugs . . . progress in vitamins . . . research on protein nutrition . . . purification of d-tubocurarine. Publication of Squibb research in these fields, and others, has

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Anyone who has ever tasted real maple sugar can never forget its tempting, mouth-watering flavor!

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GERMANY CONTINUED

agreed on a formula to pacify Germany and take it out of this competition. The agreement reflected the emotions of the hour. Germany was to be disarmed and enough of its industry removed or destroyed so that it would have neither military nor industrial power worth worrying about. Under the now famous level-of-industry plan agreed on last March, the amount of industry remaining in Germany was set at a level which would have provided the German people with about their 1932 standard of living. The rest was either to be parceled out as reparations among the countries Germany had attacked or to be destroyed.

The Russians have removed from their zone a good many of the plants to which they were entitled under the Potsdam plan and a good many others as well. But U.S. authorities soon stopped dismantling plants because they could not get an agreement to treat Germany as a single country. Each occupying country was administering Germany as a separate principality, and it was plain that this might lead to a permanent division of Germany. In such an event the U.S. zone, which runs to farmland and scenery, would need most of the industry it now has to survive. The British followed the U.S. lead, and economic disarmament under Potsdam came to a full halt.

While "economic disarmament" has a resonant sound, it does not stand close analysis. Both the State Department and Mr. Molotov have declared their opposition to holding a permanent ceiling over German industry and the German standard of living. But, given a free hand, the Germans would sooner or later rebuild all their industries. The new industry would be more modern, more efficient and, in the wrong hands, more dangerous than the old. Even the 7,500,000 tons of steel capacity allowed by the level-of-industry plan would suffice to make equipment for experiments with atomic fission, and the Germans would hardly be such fools as to start a new war with the old tools.

A far better scheme was outlined by Secretary Byrnes in Paris last April, at Stuttgart and in detail before the American Club in Paris in October. This plan, unhappily named a "disarmament" treaty, would make German industry subject to international inspection by a small security force for many years. Germany would be kept from having any armament or arms industry whatever, and each of the participating powers would be able to satisfy itself that Germany was not being groomed by any other power for evil ends. There would, to be sure, be no quick clean-up and departure of the occupation forces along the pattern of old-fashioned peacemaking. But old-fashioned peacemaking has been singularly unsuccessful in keeping the peace.

REPARATIONS

Having stopped reparations pending unification, the U.S. will have to start dismantling again if there is agreement at Moscow on putting Germany together again. But if Germany is kept neutral by a system of international inspection rather than by removing its industry, there is a chance for reviving the present arrangement. Fortunately neither the Western European powers nor Russia are very happy about getting reparations in the form of secondhand plants. They would prefer steel, machinery, machine parts and other new equipment—i.e., "reparations from current production," a phrase that will be prominent in the news in months to come. If Germany loses its factories, such reparations are obviously out of the question. But if the plants remain, then conceivably they could be used to produce for other countries.

Whether U.S. policy will favor reparations from current production has not yet been announced. The question may still be in debate, for one very serious problem is involved. Since Germany is bankrupt both in raw materials and food, the U.S. and United Kingdom will have to supply them, or there will be no production worth mentioning. Thus, indirectly, the U.S. and United Kingdom would be paying reparations to Russia, France, Belgium and other countries.

This objection might be partly overcome by keeping the initial reparations shipments very small and by requiring countries that get reparations to make a contribution of food, raw materials or dollars equivalent to what was used up in making the goods they receive. The alternatives to finding some such solution are grim. To abandon reparations entirely would be a serious breach of faith—less with the Russians, who have received a good deal already, than with the smaller Western powers, which have received very little and wonder if the U.S. quite realizes what it is like to be overrun by Germans. The removal of factories, apart from their questionable value as reparations, is almost unbelievably unpopular with the German masses. Last autumn in Berlin and even in the

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YOU'LL SEE RESULTS TONIGHT—With the new blush-cleansing with Pond's Cold Cream. You cream-cleanse and cream-rinse your face to a softer, lovelier look.

YOU BLUSH-CLEANSE—Rouse your face with warm water. Dip deep into soft-smooth Pond's Cold Cream. Swirl it on your recep-

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EXTRA CLEAN, SOFT, GLOWING—that's the way your face will feel! Pond's *demulcent* action has softened and loosened dirt and make-up—helped *free* your skin! *Every night*—this complete Pond's blush-cleansing. *Every morning*—for a bright-awake look—a once-over blush-cleansing with Pond's!

KATHARINE'S RING—
set with precious
family stones—a diamond
flashing between two
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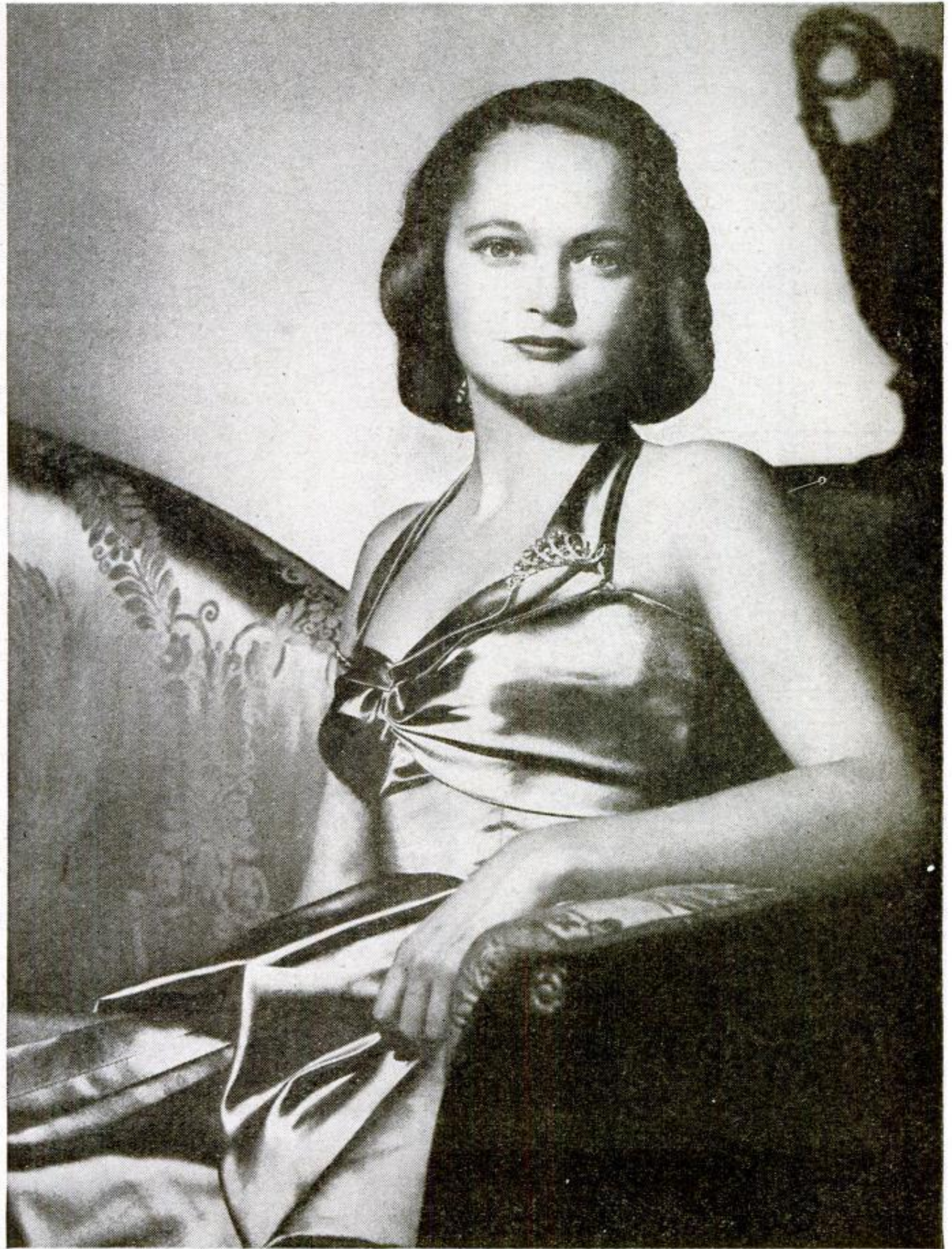
She's Engaged!
She's Lovely!
She uses Pond's!

Katharine Anne Kurr, daughter of Mr. and Mrs. Frederick L. Kurr of Rye, N. Y., is engaged to Lawrence Esterbrook Wattles of Wynnewood, Pa., who served with the Marines in the South Pacific. They plan to be married in a perfect country setting at beautiful Belgrade Lakes, Maine, where both families have their summer homes.

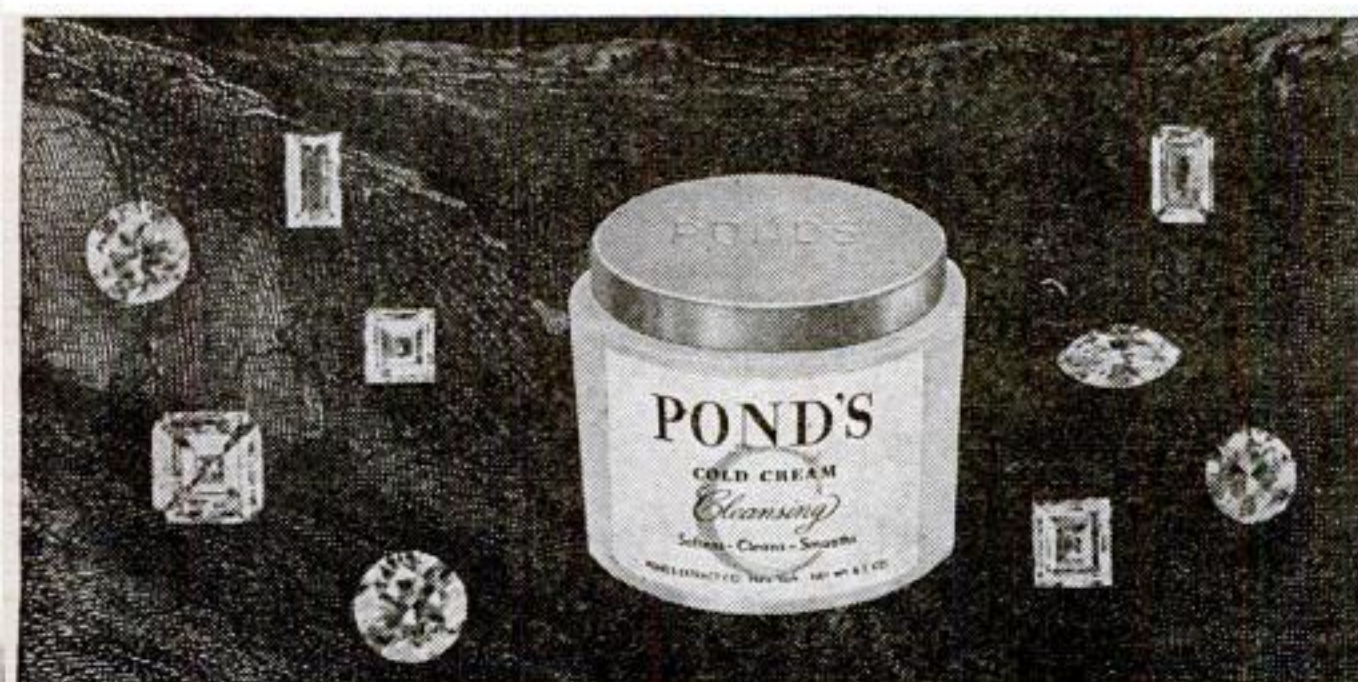
Katharine is startlingly like her charming mother—the same fine-cast features, the same dark blue eyes with enormous black pupils, and a complexion so rose-petal fresh you must see it to believe it.

She is delighted by this new blush-cleanse way to use Pond's Cold Cream. "It gives my face such a clean-soft, waked-up feeling," she says.

Have the Pond's blush-cleansed look! Get *your* Pond's Cold Cream today—a convenient big 6-oz. jar!



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Engagement Diamonds and Pond's! Classic round diamonds, like Katharine Kurr's; luxurious emerald-cut diamonds; and a graceful pointed marquise!

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THE COUNTESS DE PETITEVILLE

THE LADY DAPHNE STRAIGHT

MRS. JOHN J. ASTOR

MISS ANNE MORGAN

MISS CYNTHIA MCADOO

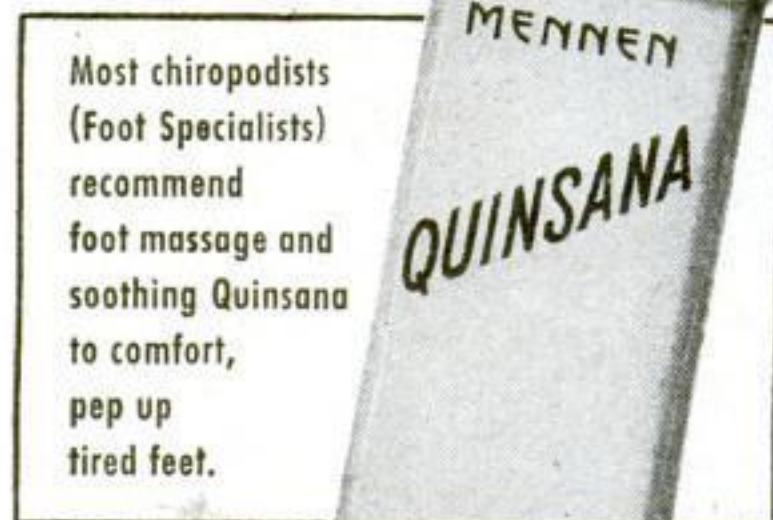
WINTER FOOT DANGER Athlete's Foot Fungi Lurk In Heavy Socks, Footwear

Cold weather brings no relief from the danger of Athlete's Foot. Heavy winter socks, rubbers, overshoes create "summer" conditions on your feet, because you perspire more—and heavy footwear holds in the stale, acid perspiration; favorite breeding ground for Athlete's Foot fungi. That's why daily foot care is so important in winter. That's why Quinsana Foot Powder—easy-to-use aid for prevention and relief of Athlete's Foot—has been used and acclaimed by millions.

Quinsana will destroy Athlete's Foot fungi that thrive and breed in sock and shoe linings. Quinsana helps heal cracks, relieves itching, burning on already infected feet. Daily care can prevent disease from coming back.

• **SHAKE IN SHOES**... Quinsana absorbs and alkalizes stale perspiration.

• **SHAKE ON FEET**... Athlete's Foot fungi cannot live under dry, alkaline conditions. Use Quinsana night and morning, after bath or shower, when feet are hot, perspired, swollen. Not messy like ointments or liquids. You'll like its soft, silky feel—its clean, refreshing scent. You need Quinsana's year 'round protection against painful, dangerous Athlete's Foot.



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Feel how fast you get greater breathing comfort when you put just a few drops of Vicks Va-tro-nol in each nostril. This specialized medication starts instantly to open up cold-stuffed nose, brings grand relief.

VICKS Follow directions in the package.
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SOOTHE THROAT!
Relieve Coughs due to colds
VICKS MEDICATED COUGH DROPS

GERMANY CONTINUED

Soviet zone the Germans voted heavily against the Russian-sponsored Socialist-Unity party chiefly because they associated it with the Red Army and with the carting-off of industrial plants which they identified with their chance for a livelihood.

THE UNIFICATION OF GERMANY

The U.S. policy of trying to restore Germany as a single state is soundly conceived. All German political parties, from Communist to the right, are solidly for unification. Were Germany divided, it is unlikely that they would ever give up the idea of reunion. Germany might instead become, as Dr. Kurt Schumacher, leader of the Social Democrats in the western zones, warned last autumn, "a center of unrest and disorder for all Europe."

To divide Germany, moreover, would almost certainly divide Europe—and be a retreat from the grand idea of a single, multi-national European community. All important land-transportation routes between East and West pass through Germany. In peacetime Germany bought raw materials from both East and West and returned manufactured goods to both. If Germany is split down the middle, the main bridge between Eastern and Western Europe will have been destroyed.

What would be left of Germany in the west, were it and Europe divided, would be exceedingly hard to fit into a Western European community. It would be an overpopulated and overindustrialized rump that could survive only by having large exports of manufactured goods, based in turn on large imports of raw materials and foodstuffs. If the effort to unify Germany fails, of course, this adjustment will have to be made. But the larger idea of holding all Europe together deserves one more play. The Moscow Conference will provide the showdown on German unification.

If Germany is unified it must have a government, a substitute for the Allied Control Council in Berlin. Here America's successful experience in its own zone may point the way. In the American zone elected German officials have taken over county, city and provincial (or state) administration. The minister-presidents of the three provinces of the zone have long sat together in the Länderrat in Stuttgart, a miniature federal council. Extended to all of Germany, this pattern of government would provide a provisional German government, composed of heads of provinces, with limited and delegated powers. A permanent constitution might replace this body with a popularly elected chamber while reserving large powers to the provincial governments.

It deserves to be remembered that the forms of government are considerably less important than the spirit in which they are followed. Any modern government, however decentralized in form, that has power to tax, regulate commerce, organize international trade and guarantee internal security—powers it must have—is potentially a centralized government. There is always the danger that Germany might get a democratic federal constitution but fail to practice either democracy or the federal principle.

ECONOMIC RECOVERY

The fourth aim of American policy is to end the present economic distress in Germany. Germans today are among the most miserable people on earth—they are hungry and ragged, cold and incredibly jammed together in the houses that survived the war. In the western zones industrial production is between 30% and 40% of prewar. In spite of news stories to the contrary, it is probably no higher in the Russian zone. Because of the stagnation in Germany, Western Europe is suffering from a shortage of German coal. Because German factories are idle, other countries are unable to get the machinery, machine parts and equipment they need. Ports like Rotterdam and Antwerp are partly stagnant because they once depended on the upriver trade with Germany.

The trouble is not that German factories were destroyed or damaged and must be rebuilt. It was the centers of German cities rather than the industrial suburbs that received the great weight of the air attack. Nor are the limitations of Potsdam and the level-of-industry plan a factor: these are only paper limitations; the plants are still there, and in any case production is only about half what the level-of-industry plan allows.

The stagnation in Germany is caused by a surplus of money and a shortage of coal, food and raw materials. Coal not only powers German industry but is by far the most important raw material. Factories run or close down depending on whether they get a shipment of coal. Although workers get up to 4,000 calories, they share their food with the members of their families, who may get only 1,550 calories (average consumption of U.S. male adults is 3,190),



wherever heat is recommended.

*the handiest heat
in the house*



Penetray

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with **PYREX** bulb!



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BE FAIR TO YOUR HAIR

Want better looking hair? Want to avoid the embarrassment of falling dandruff scales? Itching scalp? Then you need a Vita-brush and you need it now! Doctors and competent scalp authorities have long recommended brushing... vigorous, frequent, regular brushing as the approved and sensible way to care for the hair. Vitabrush gets your scalp really clean and stimulates the life-giving blood supply in your scalp. Not just theory—you see and feel the results right away.

Vitabrush is not a vibrator. It is an electric-powered scalp brush that makes easy, quick and pleasant the kind of brushing needed to get results. By electric power it turns 20 minutes of tedious, tiring hand-brushing into 3 minutes of fun. Restful, pleasant, satisfying. Appreciated by the entire family.

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Doctors Tell You
Brush your scalp to aid your hair. Brush it vigorously, frequently, regularly. Brushing cleans scalp—stimulates blood supply.



Nothing in World like Vitabrush
Vitabrush produces 5000 vitalizing cyclic strokes per minute, not possible by any other means.

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Turns drudgery of scalp care into fun. Takes but a few minutes a day.



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*"There is one final test by which I judge a Beer
and that is the test of Good Taste."*

Ideals of the Founder VALENTIN BLATZ, 1826-1894
Master Brewer, son and grandson of Master Brewers

Blatz

BREWER OF BETTER BEER . . .



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GERMANY CONTINUED

and conserve their energy on the job. Or they bicycle over the countryside looking for food. Because of the surplus of money, many Germans can pay their rent and buy whatever is available from cash on hand without working. Productivity is low, and absentee rates are high. In many factories the average worker misses one day in three.

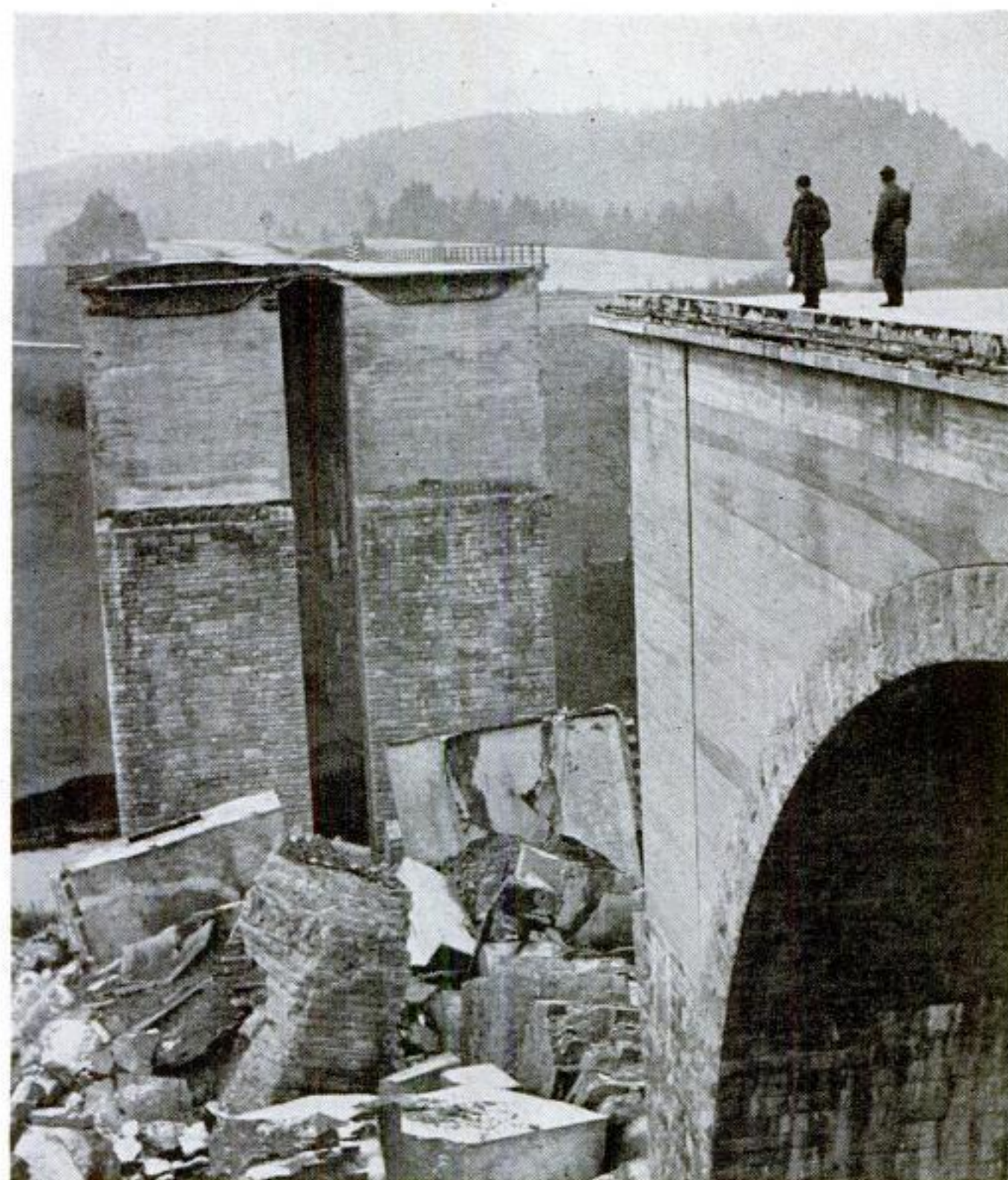
The original reluctance "to get German industry going again" has long since given way to an effort to get it going at all costs. But the grim bankruptcy of the German economy is difficult to overcome. Last autumn, with the merger of the British and American zones, a three-year plan was drawn up to supply Germany with the raw materials that it lacked and to recoup the cost from the goods manufactured and imported. More food and consumers' goods were made available to the miners, and coal exports were curtailed to make more steel to rehabilitate the mines. Now production is increasing—slowly. The chief trouble is that food is still too scarce.

Congress now has before it a request for \$75,000,000 to feed Germans through next June and for \$725,000,000 to feed Germany and the other occupied countries the following year. These appropriations are even more critical for the German policy than the Moscow Conference.

THE MATTER OF BOUNDARIES

On Germany's boundaries American policy was uncertain for many months. At Stuttgart, Mr. Byrnes finally declared that the Ruhr and Rhineland should stay in Germany and reminded the Poles that their claim to the great agricultural areas of eastern Germany which they now occupy is still unsanctioned. The decision on the Ruhr and Rhineland undoubtedly accords with the wishes of the people involved and with Germany's need for revenues from coal and industrial exports. The areas east of the Oder-Neisse line present a far more serious problem. Poland now has more farmland than its sadly decimated population can use. Germany has more people than land. On the other hand Polish opposition to a revision of the frontier is certain—it is the one thing on which the present government and the opposition agree. If Russia supports Poland, as so far it has shown every sign of doing, the chances for revision are not bright.

There is much more to the German policy than has been compressed into these five aims. They add up, however, to an intelligent design for keeping Germany at peace and for keeping it neutral in the inevitably difficult adjustments between Russia and the West. They make clear that while Germans still have a debt to pay to Europe they will be allowed and even assisted to live as a self-respecting community and as an integral part of a larger European society.



THE GAP between the U.S. and Russian zones is marked by this unrepaired bridge across the Saale River. The two German policemen are in the U.S. zone.

ACTORS' FACES are extra sensitive



—that's why
Ralph Bellamy
shaves with soothing
WILLIAMS

"REMOVING stage make-up after every performance leaves the face sensitive," explains Ralph Bellamy, star of the Pulitzer Prize-winning comedy, "State of the Union." "But I can shave closely without soreness when I use Williams. It doesn't sting or irritate."

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Close, easy shaving

Williams has long been famous for its rich, whisker-wilting lather. It soaks wiry beards *completely* soft—lets your razor shave quickly and cleanly without scrape or burn.

Pick up a tube of Williams Shaving Cream today. If you prefer a brushless shave, try the new Williams Brushless Cream.



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Yodora checks perspiration odor

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It's New! Made with a face cream base.

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Won't Rot or Fade Fabrics. Better Fabrics Testing Bureau says so.

No Irritating Salts. Can use right after under-arm shaving.

Stays Soft and Creamy. Never gets grainy in jar.

Economical. Tubes or jars, 10¢, 30¢, 60¢

You'll adore Yodora! Try it today!



McKesson & Robbins, Inc., Bridgeport, Conn.

Use this famous
Canadian Formula
for **CHAPPED DRY HANDS**

1. Quicker results. Softens roughest, driest skin over night.

2. Proved effectiveness for 65 years in cold Canada.



Economical—single drop serves both hands

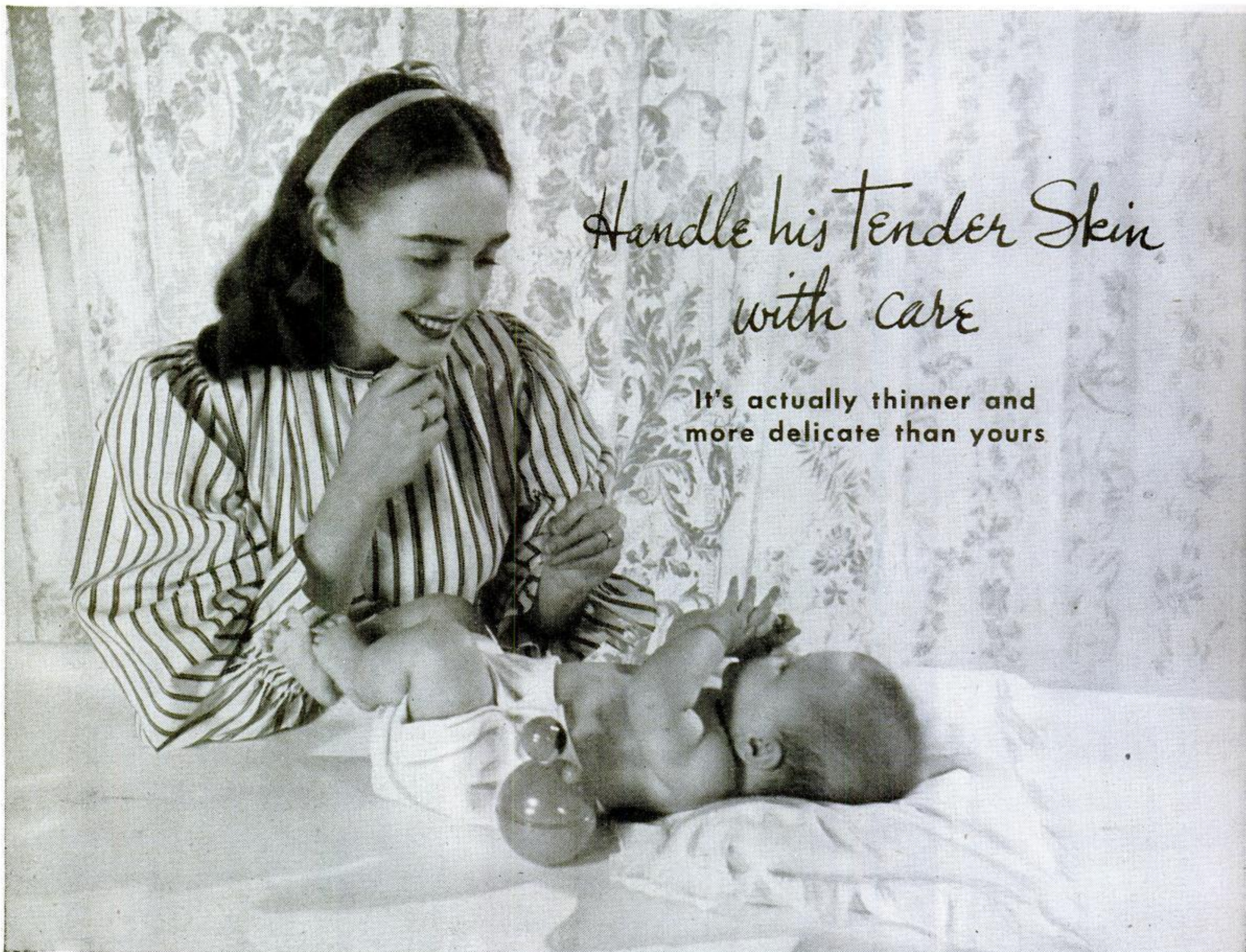
3. A pure, rich concentrated emollient. Aids healing. Choice of countless doctors, nurses, housewives, mothers.

At cosmetic counters—10¢, 25¢, 50¢ and \$1.00 a bottle

Campana Balm

THE SKIN SOFTENER





*Handle his Tender Skin
with care*

**It's actually thinner and
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That soft-as-pussy-willow skin really is thinner than yours . . . it needs constant watching over. That's why you take such pains to keep him dry and to rinse every trace of irritating soap from his diapers. But how much care have you taken in selecting a bathroom tissue for him?

LOOK FOR THESE 3 TISSUE "MUSTS"

To protect your baby's thinner skin from chafe and chap discomfort you must be sure the tissue you choose is safeguarded three ways. It should be truly soft . . . instantly and thoroughly absorbent . . . and sufficiently strong to prevent tearing and shredding.

More mothers every day are finding this ideal combination of qualities in ScotTissue than in any other brand. ScotTissue is "old linen" soft for comfort . . . yet strong enough for thorough cleansing.

You can trust it always to meet your most exacting demands in caring for your child's thinner skin now . . . and in conditioning him to proper toilet habits later on.



HERE'S HOW TO REDUCE THE DIAPER-LAUNDERING PROBLEM

For babies up to six months, try crumpling up twenty or more sheets of soft, absorbent ScotTissue and line your baby's diapers with them. You'll find you will have fewer diapers to wash, and less staining. Simply flush away the wet or soiled tissue. It's quick and easy, and by far the most economical way to keep your baby "comfy," and save on laundry, too. Remember, if you can't get ScotTissue every time, it's just because the demand is so great.



New ScotTissue is softer than ever

Trade Mark "ScotTissue" Reg. U. S. Pat. Off.



"BLUE"

MOOD PANTOMIMES

Joan Fulton trains for the movies by portraying common objects and colors

For years the Moscow Art Theater has trained its students to act by requiring them to portray inanimate objects and mental abstractions in pantomime. Danny Kaye has a song kidding this in which he tells pupils to "be a tree, be a sled, be a purple spool of thread."

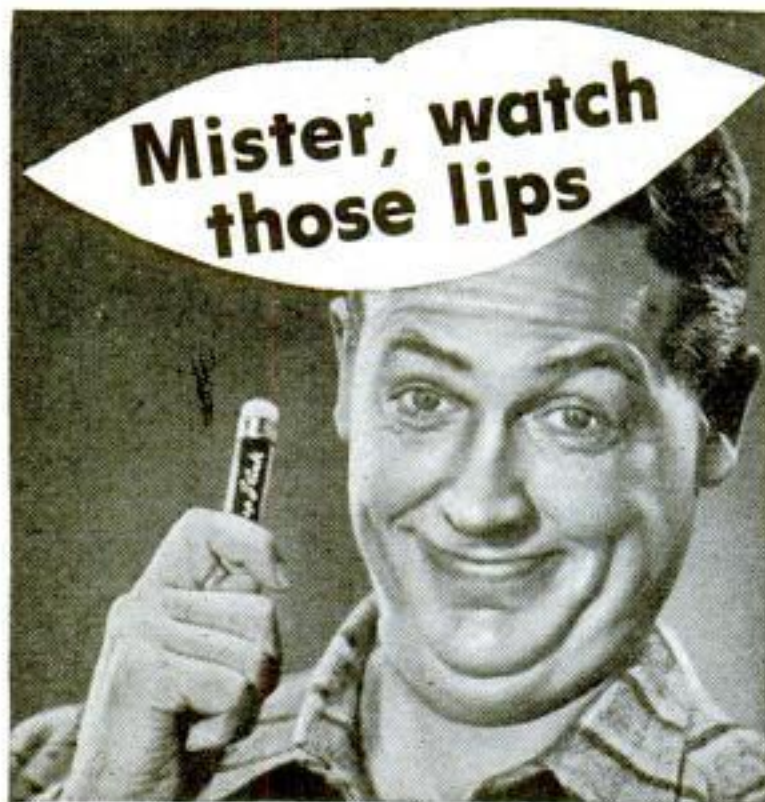
But silly as this sounds, some dramatic coaches consider mood pantomimes valuable training for untutored actors. They are said to help the student become alert and expressive and are a regular part of the course of instruction at the Hollywood Actor's Laboratory, through which most young movie hopefuls pass in their quest for stardom. One recent alumna, Joan Fulton, a former Broadway chorus girl, showed particular aptitude for this sort of thing. Below and at right she gives her impressions of some household utensils and of a flower. Above she is acting out the color blue, which she thinks of as "clean, joyous abandon; fresh blue skies." Red (*next page*) she expresses as "bold, defiant and daring." Miss Fulton likes pantomimes well enough to do them without an audience at odd moments around the house.



"CUP & SAUCER"



"ROSE IN THE WIND"



OK—you love the great outdoors—but don't let cracked, sore lips spoil your fun. Use 'CHAP STICK'—handy, soothing, specially medicated. 'CHAP STICK' for outdoor lips



You can say goodbye to rough, chapped lips if you keep 'CHAP STICK' handy. Specially medicated—specially soothing. 'CHAP STICK' keeps lips fit



"Our pop says 'CHAP STICK' was his buddy when he fought the war." This famous lip balm was the 10 to 1 favorite of our Armed Forces. 'CHAP STICK' for everyone in the family



'CHAP STICK'—because it's so handy, so easy to apply. 'CHAP STICK'—because it brings quick, sure, lasting comfort. 'CHAP STICK'—because it's specially medicated, specially soothing. 'CHAP STICK'—because it was 10 to 1 favorite with our Armed Forces. Get 'CHAP STICK'—for every member of the family. Their lips will thank you.

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When Bad Weather Jabs You SORE, STIFF AND LAME WITH PAIN!

Try SLOAN'S—for aid to quicker relief!
Also for neuralgia, arthritis and
rheumatic pains!



**ACTS FASTER!
ACTS LONGER!**

Why let pain make work an agony and nights a torture? Get help fast... help you can feel. You'll feel SLOAN'S bring the soothing surge of circulation that eases pain... almost at once.

SLOAN'S is so powerful, and easy to use, you just pat it on... no rubbing. Research shows SLOAN'S acts faster... and effect lasts longer... to help you find relief from pain and suffering.

Whenever pain strikes, pat on SLOAN'S quick. Keep it handy. Get SLOAN'S now at any drugstore: 35¢, 70¢ and \$1.40 (giant size money-saver).

SLOAN'S
FOR ACES AND PAIN!



70 years a trusted aid in relieving pain!

Now ready for YOUR car



Trico's two little
SQUIRTS
THEY
wash your windshield
—fair weather or foul

• Back again, better than ever, thousands of improved Trico Automatic Windshield Washers now are being shipped to service stations throughout the country.

The simple touch of a button squirts water through new self-cleaning jets onto your windshield while you drive—and off goes dazzling dust, road spray, slush and grime. Can be quickly installed in any car—old or new.

Only \$6.25 plus nominal installation.



Windshield Washer

Trico Products Corp., Buffalo 3, N. Y.

CONTINUED ON PAGE 109

The Aristocrat of Bonds



The specially designed Killing Hi-Jacs coasters shown here are a Kentucky Tavern creation and are available in sets of eight at stores everywhere.

Thoughtful hosts, with faultless entertaining as the goal, put Kentucky Tavern on their team. One of the world's great whiskies, this famous bottled-in-bond bourbon is eminently worthy of the high esteem accorded it by the discriminating for three generations.

Glenmore Distilleries Company
Louisville, Kentucky

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Classic! Rose Barrack's Torso Dress!

Talented Rose Barrack designs a dress to go South with you. It features the new long waistline . . . the pleated-front skirt . . . in Milliken's sheer wool and worsted crepe. Clear, light shades.

Classic! Statuesque Kay Hernan!

Caught by the camera . . . perfect-featured Kay Hernan, Powers beauty. Caught, too . . . the summer-cloud texture of Milliken's sheer wool and worsted crepe. Parasol by Mespo. The jewels by Nadja Buckley.



Classic! This Milliken Woolen!

A sheer, supple fabric you'll love, and live in . . . Milliken's sheer wool and worsted crepe. See this, and other fine Milliken Woolens in newest fashions at your favorite shop. And when buying woolens by the yard, ask the salesperson—make sure it's a Milliken Woolen.





JOAN FULTON displays her new talents in the forthcoming movie, *I'll Be Yours*. She looks scared at the approach of a burglar, then gasps and screams.

"BWM ² instead of ONE"



An EXTRA PACKAGE on the side
It acts just like a spare
You may not have to use it
But it's nice to know it's there

THAT EXTRA PACKAGE
IS YOUR "Relief in Reserve!"

Here's something you should remember: It might be a very wise idea to buy TWO packages of Alka-Seltzer instead of one. Then you'll always have that EXTRA package in "reserve" when you need it. Or, you'll have it handy to take along with you wherever you go. Yes, that EXTRA package provides "relief in reserve" because Alka-Seltzer is one product that can give you prompt, pleasant relief from headaches and acid indigestion, from muscular aches and pains and the discomforts of a cold. Remember: "An EXTRA package on the side, keeps a family well supplied."

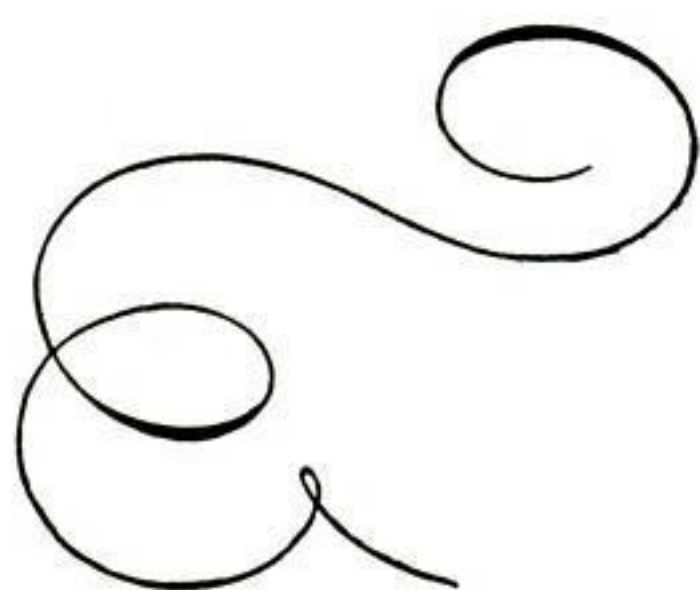
And Don't Forget: "WHEN YOUR TABLETS GET DOWN TO 4 THAT'S THE TIME TO BUY SOME MORE."



AT ALL DRUG STORES



PETER A. B. WIDENER (LEFT) WAS FAMILY PATRIARCH, BUILT LYNEWOOD (CENTER). HIS SON JOSEPH E. (RIGHT) WAS ART COLLECTOR



A Widener Makes Her Debut in Philadelphia

OLD FAMILIES TURN OUT TO MEET HER



MRS. P.A.B. WIDENER II is mother of the debutante. She is also the mother of Joan Peabody.



A VANDERBILT was popular at the party. She is Iris Smith, the daughter of Consuelo Vanderbilt.



SYLVIA BELL is one of this year's debutantes, the daughter of Mr. and Mrs. Samuel Bell III.



ATWATER KENTS JR. are members of family which made a fortune in the radio industry.



GEORGE WIDENER (left), the deb's cousin, is a race-horse owner, married Jessie Sloane Dodge.



MRS. ALLAN A. RYAN JR., sitting with George Atwell Jr., is the former wife of Angier Biddle Duke.



ANTONIA DREXEL EARLE is married to Lawrence Earle. He is the son of an ex-governor.



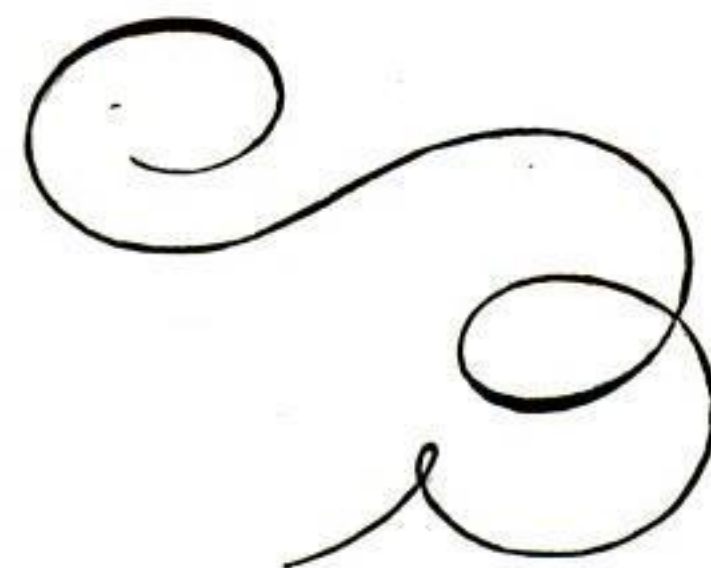
ALFRED A. BIDDLE is a member of family which settled in this country in 1681.



JOSEPH'S SON, PETER II (LEFT), IS THE FATHER OF ELLA WIDENER (FAR RIGHT). IN CENTER IS PART OF WIDENER ART COLLECTION

Ten years ago LIFE (Jan. 18, 1937) went to its first debutante party, a whopping \$55,000 affair given in Philadelphia's Bellevue-Stratford Hotel by Peter A. B. Widener II to introduce his stepdaughter to society. This winter Mr. Widener threw another party at the Bellevue-Stratford this time for his daughter Ella Anne, shown in the picture at top right with her married half sister, Joan Peabody, the deb of 10 years ago. Everybody turned out, including some of society's oldest families. New York Rockefellers and Vanderbilts mingled with Philadelphia Biddles and Drexels. Between 10 p.m.

and 6 a.m. the 2,200 guests danced to music of a 50-piece orchestra. When it was over, Philadelphians were still gasping at the party's cost (about \$100,000). Ever since Peter A. B. Widener (1834-1915, picture top left opposite page) established their \$50,000,000 fortune, the Wideners have been doing things in a big way. The Widener library at Harvard, the Widener art collection, now housed in Washington's National Gallery, and the Hialeah Race Track are examples, along with parties like this, of the interests of a family which has been enlivening Philadelphia for 50 years.

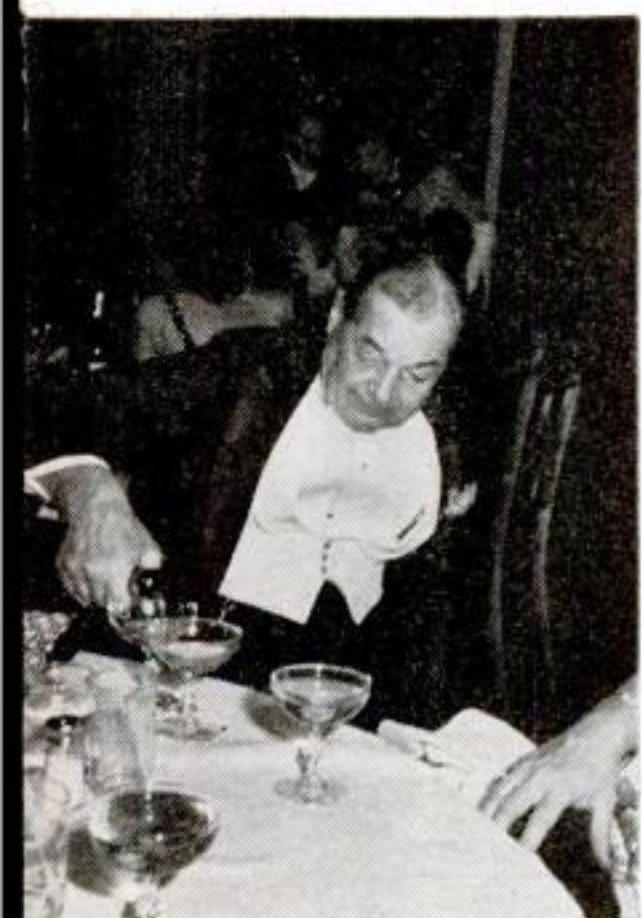


MRS. HAMILTON LAMAR inspects guests with Howard Shelley, *N.Y. Mirror* society columnist.

MRS. GEORGE EARLE IV leans over to hear a comment. At right is Prince Kyril Scherbatov.

JOHN WANAMAKERS are popular couple. He is great-grandson of famous Philadelphia merchant.

MRS. PAUL F. WARBURG, the former Muriel W. Hart, ponders a joke told her by Richard Benson.



CYRIL HATCH pours himself some champagne. His ex-wife was W. K. Vanderbilt's stepdaughter.

THE F. W. PERSHINGS sit on ballroom stairs. He is the only son of General John J. Pershing.

SAMUEL CHEW and a Wanamaker chat. She is Fernanda Wanamaker, now Mrs. Francis D. Wetherill.

TALBOTT SISTERS, Polly and Peggy, are New York debbs, daughters of the Harold E. Talbotts.

... "take 5"

Alonzo Lowe has moved the snow
His Revelation's burning slow,
So now he can forget the drive
And just sit back, relax,

... "take 5"



MAN, what satisfaction you get when a job is done and you Relax with Revelation. That's the time to "take 5"... five minutes of pure pleasure... to enjoy the real, mellowed-in-the-leaf fragrance of this pipe-smoker's delight.

Here is Journey's End for every man who seeks the perfect smoke. For here, awaiting the magic touch of your match, are five flavorful tobaccos.

Pour some Revelation into your hand and count the five. Look—there's

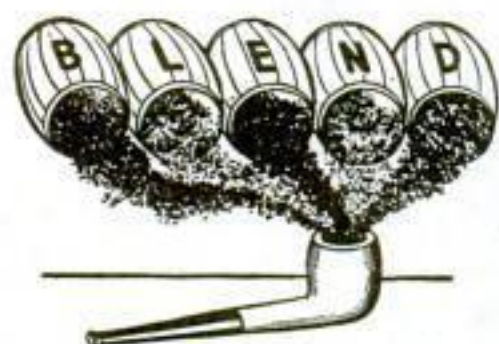
Burley for body, Carolina for color, Virginia for vigor, Latakia for lusciousness, and Perique for piquancy.

Now light up—settle back and "take 5". Surrender yourself to contentment—let Revelation blandish, soothe and comfort you.

Tug gently at that well-loved pipe... take your unhurried time. No need to huff and puff. Revelation's blend of free-burning and slow-burning tobaccos—stays lit, smokes even, clean, cool.

-take 5 ...take Revelation!

5 GLORIOUS TOBACCOS
IN ONE GREAT



1. BURLEY 2. CAROLINA 3. VIRGINIA
4. LATAKIA 5. PERIQUE



Made by the special PHILIP MORRIS PROCESS



YOUNGER GENERATION likes to sprawl on the floor. Here, three beaux camp languidly between dances to sip drinks and banter with



CHAMPAGNE BOTTLES are counted by members of the hotel staff. Guests also had a choice of rye and Coca-Cola. Scotch was not served.



Cynthia Waterbury of New York. Not everybody drank liquor, for the party also boasted a milk counter, serviced by three French milkmaids.



PRIVATE DETECTIVE, one of 12, confers with Mrs. Wirt Thompson Jr., who checked in guests wearing jewelry estimated at \$3,000,000.

Love Letters

Why not return his Valentine greeting with a gift that could only be meant for him—any of these SWANK Aristogram accessories, personalized with his own initials. Smart, dressy, everlastingly useful—they're the season's best way of expressing your ardent good wishes or of reciprocating his.



Aristogram creations:

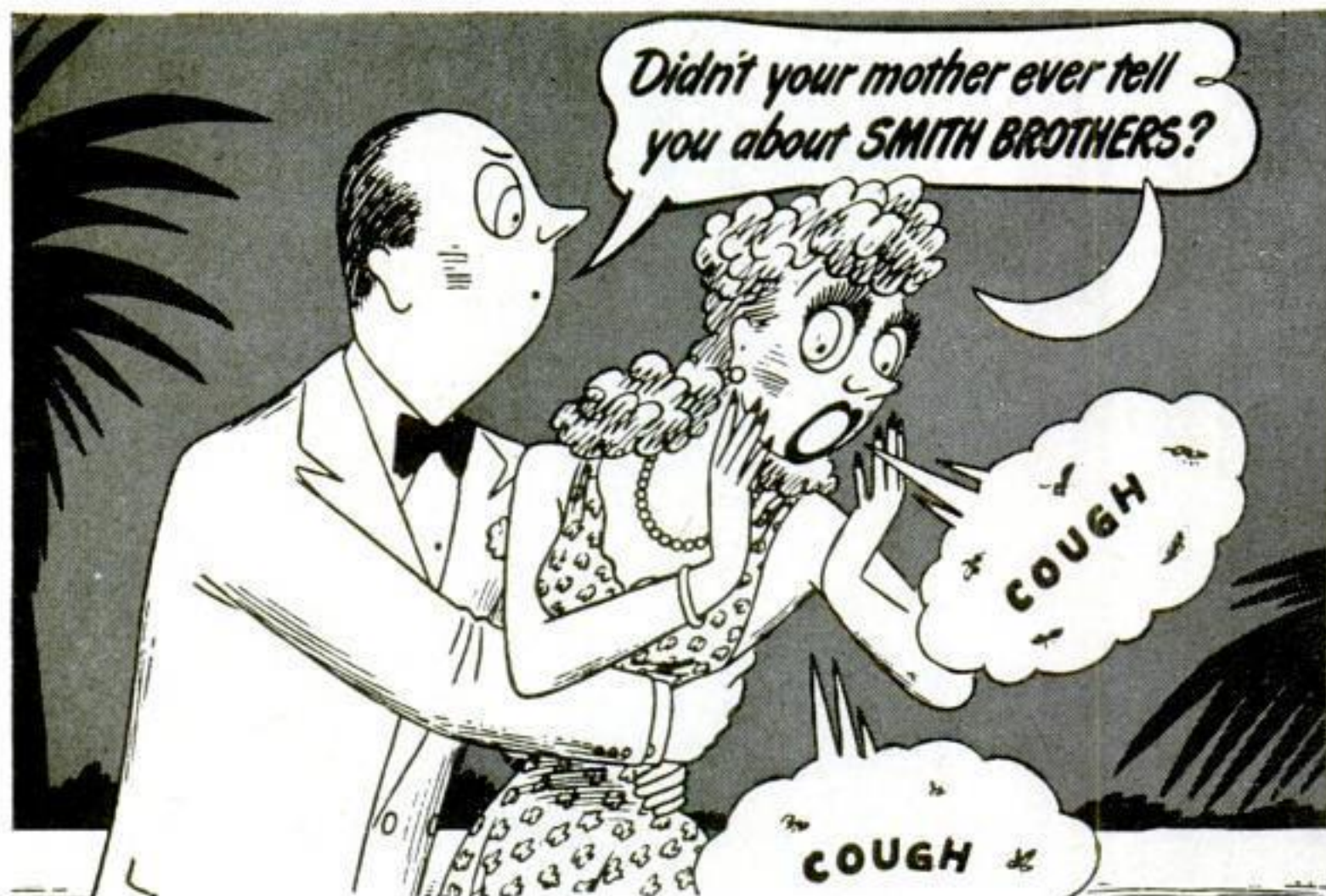
*Collar Holder... \$1.00
Cravat Chain... \$2.50
Key Chain... \$3.50
Wallet... \$5.00*

Other Swank brand sets to \$200.

Always look for the name



SWANK—Reg. U. S. Pat. Off., Swank, Inc., Attleboro, Mass.



COUGHING IS OFFENSIVE!

Here's Quick 3-Way Relief:

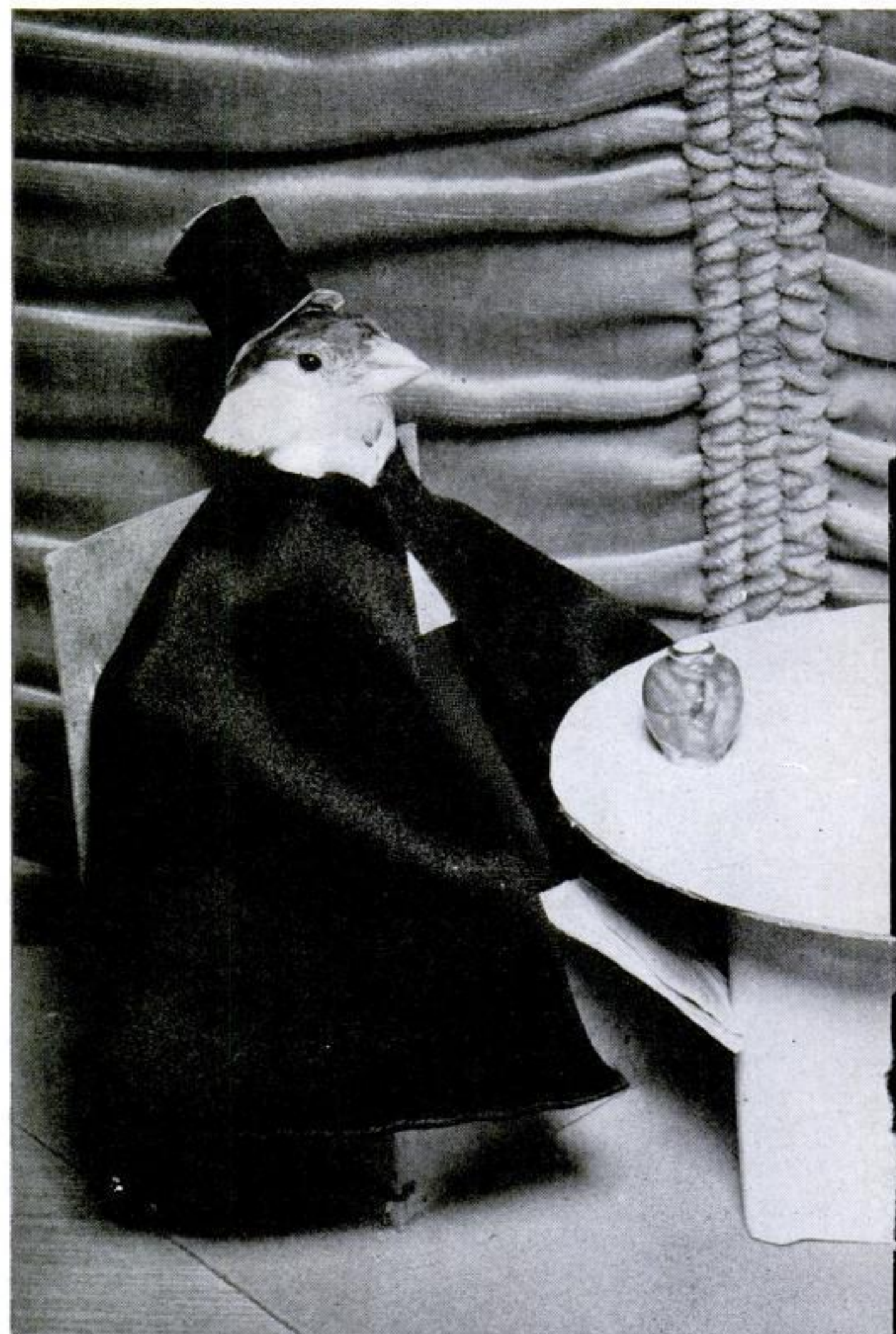


... Go after those offensive minor coughs due to colds or smoking at the very first scratchy "tickle." Get Smith Brothers famous black Cough Drops, a scientific prescription-type formula of proven cough-relief ingredients used for years by the medical profession. Smith Brothers bring quick, long, lasting relief in 3 important ways:

1. Ease throat tickle
2. Soothe raw, irritated membranes
3. Help loosen phlegm

No narcotics. Let children enjoy them freely. Now in greatest demand of their whole 100

year history. A boon to smokers. Buy 2 packs today, one for pocket, one for bedside if night coughs strike.



MRS. BERNICE TUTTLE'S PET CANARIES, DICKIE (LEFT) AND DOLLIE,

DRESSED-UP CANARIES

Dickie and Dollie, a pair of pet warblers, wear clothes to act out a tender love story



AS ARTIST AND MODEL, Dollie sits in Dickie's studio where, by Mrs. Tuttle's tale, they met. Mrs. Tuttle will not tell how she keeps birds so still.

THERE'S MAGIC IN CLEAR EYES

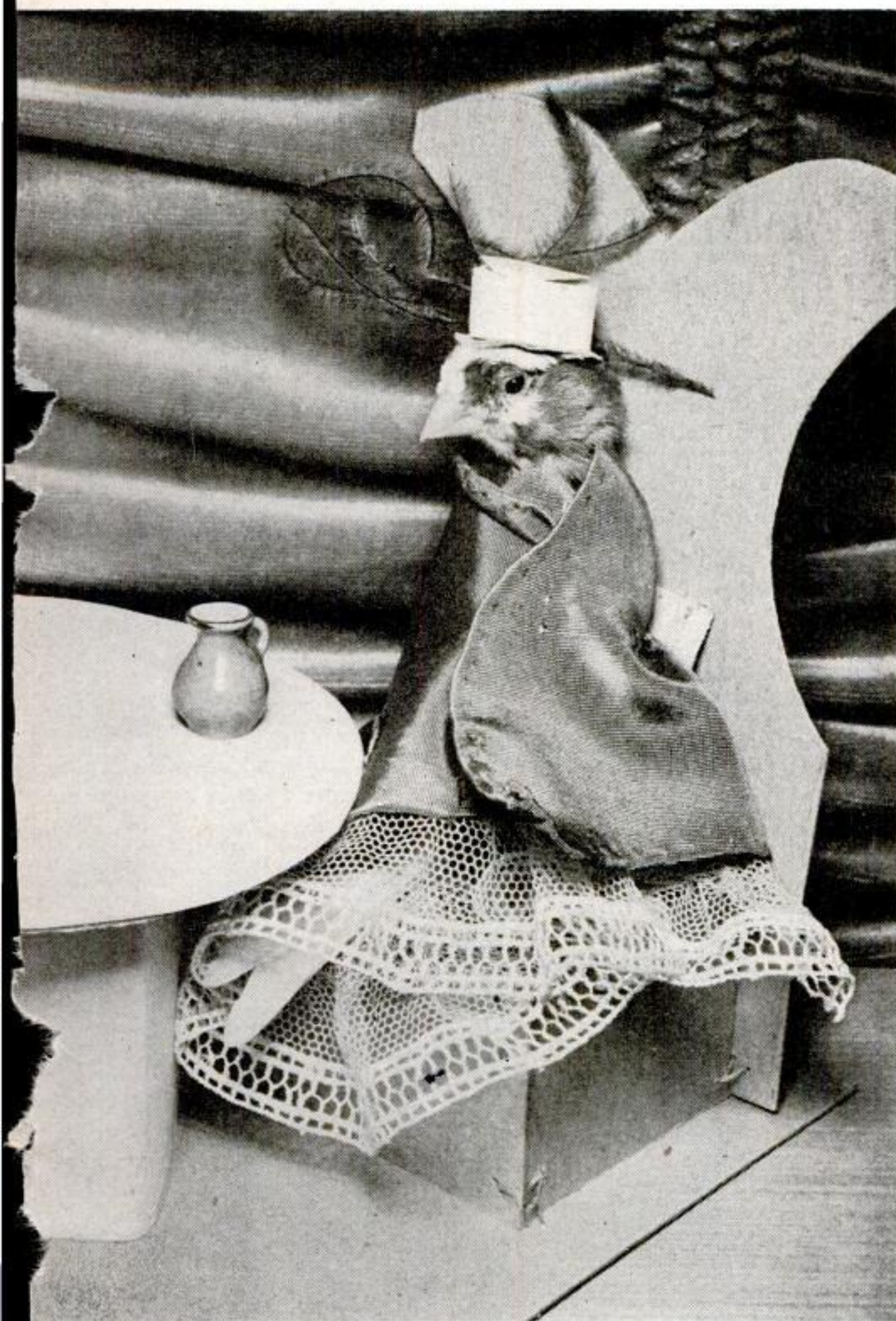
Clear eyes have a special magic of their own. But there's no magic in the most pleasant, easy way to keep them clear and refreshed. You can do that with delightfully soothing Eye-Gene.

Just two drops of safe, colorless Eye-Gene quickly clears away that tired look when your eyes are strained from close work; sun glare, the movies—from driving—from late hours, over-indulgence or smoke. Eye-Gene contains Lexatol*, an ingredient not found in any other eye preparation, which makes Eye-Gene so effective so quickly!

Today, at your drug store or toiletry counter, remember to ask for gentle Eye-Gene in its handy eye-dropper bottle. Eye-Gene is safe, pleasant, easy-to-use...comes in 20¢, 60¢ and \$1 sizes.

EYE-GENE
eye drops

*Registered trademark



DINE OUT IN EVENING. DICKIE IS SUPPOSED TO BE WOOING DOLLIE

The two canaries dining out primly above are Dickie and Dollie, the wistful pets of Mrs. Bernice Louise Tuttle of San Francisco. At their mistress's whim they must don fancy clothes and perch on toy merry-go-round horses or jump through a series of tiny hoops, assisted by Mrs. Tuttle's loving proddings. Dickie, an English triller, and Dollie, a German roller, have had brief trilling moments on the radio and appeared in an educational movie. In pictures shown here Mrs. Tuttle has them act out a story of canary courtship, a story which is rather touching despite the fact that Dollie, like Dickie, is a male canary.



ON A DATE, they ride a carousel while Dickie makes eyes at Dollie. Mrs. Tuttle is happiest when she wakes up in morning with idea for a new trick.

CONTINUED ON NEXT PAGE

How to build a

BACARDI*

cocktail

You don't have to be an engineer to make yourself the most exciting drink that ever graced a glass. Just follow the simple recipe, or have your bartender do the honors . . . tonight!

The World's Smoothest Drink!

Juice of half a lime; dash of grenadine; a generous jigger of BACARDI, White or Silver Label; mix thoroughly and shake well with finely chipped ice; strain and serve. If you prefer it dry, simply substitute $\frac{1}{2}$ teaspoon of sugar for the grenadine.

*A Bacardi Cocktail MUST be made with BACARDI (Ruling of the N.Y. Supreme Court, April 28, 1936).

RUM, 89 PROOF . . . BACARDI IMPORTS, INC., NEW YORK, N. Y.

SPEAKING OF TEN-STRIKES by FRANK WILLIAMS

NED DAY

...RATED BY MANY EXPERTS AS THE GREATEST MATCH GAME BOWLER OF ALL TIME!



...IN HIS FIRST GAME THE CURLY-HAIRED WEST ALLIS, WIS., WONDER SCORED A LOWLY 63!

DO THEY NAIL THOSE PINS DOWN???



...BUT SINCE THEN HE'S GARNERED THE NATIONAL MATCH GAME CHAMPIONSHIP 5 TIMES AND WON MORE TITLES THAN ANY OTHER TENPIN STAR.

HE LOOKS SHARP!

...TRAINING AMBITIOUS BOWLERS IN THE FINER POINTS OF HIS FAVORITE SPORT...



YOU MUST HAVE DONE SOMETHING WRONG

...NED ESTIMATES THAT HE HAS INSTRUCTED A HALF MILLION PLAYERS AND TRAVELLED A MILLION MILES IN EXHIBITION AND COACHING TOURS!

HE FEELS SHARP!

...POURING STRIKE AFTER STRIKE INTO THE 1-3 POCKET.



KEEPING HIS SCORE IS A CINCH!



SMOOTH AS A BOWLING BALL!

...TWICE HE HAS ROLLED 33 CONSECUTIVE STRIKES IN MATCH PLAY—NEARLY ENOUGH FOR THREE PERFECT GAMES IN A ROW!

look SHARP
feel SHARP
be SHARP

use **Gillette**
Blue Blades

with the SHARPEST edges ever honed!

• You look sharp for you enjoy the swellest shaves ever. You feel sharp because they're refreshing and give you a lift. You are sharp for you get far more shaves per blade and save money. Ask for Gillette Blue Blades,

Gillette Safety Razor Company, Boston 6, Mass.

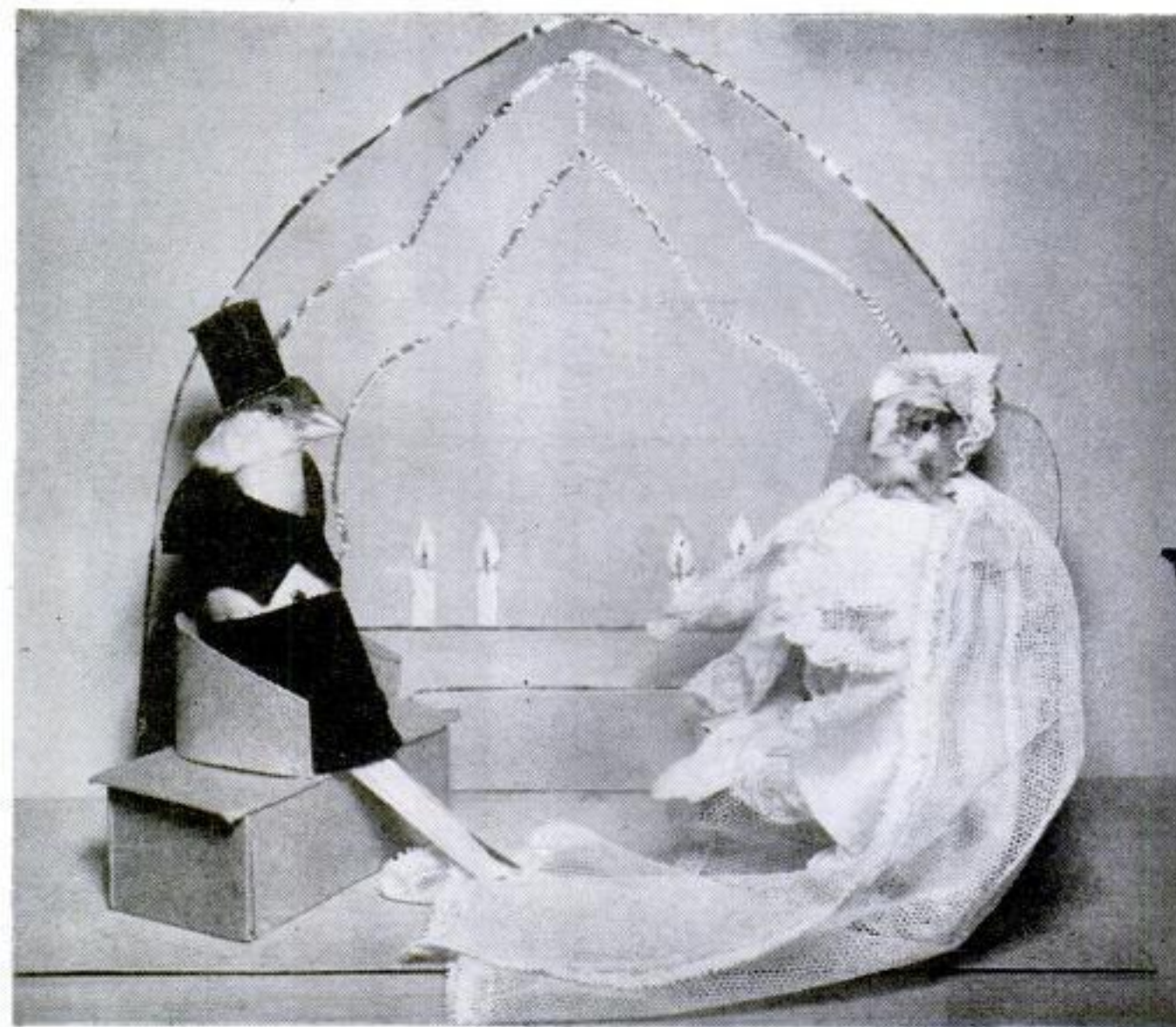


5 for 25¢

ENJOY BOXING FRIDAYS AT 10 PM EST OVER ABC NETWORK. GILLETTE'S CAVALCADE OF SPORTS ALSO AIRS WORLD SERIES AND OTHER CLASSICS YEAR ROUND.

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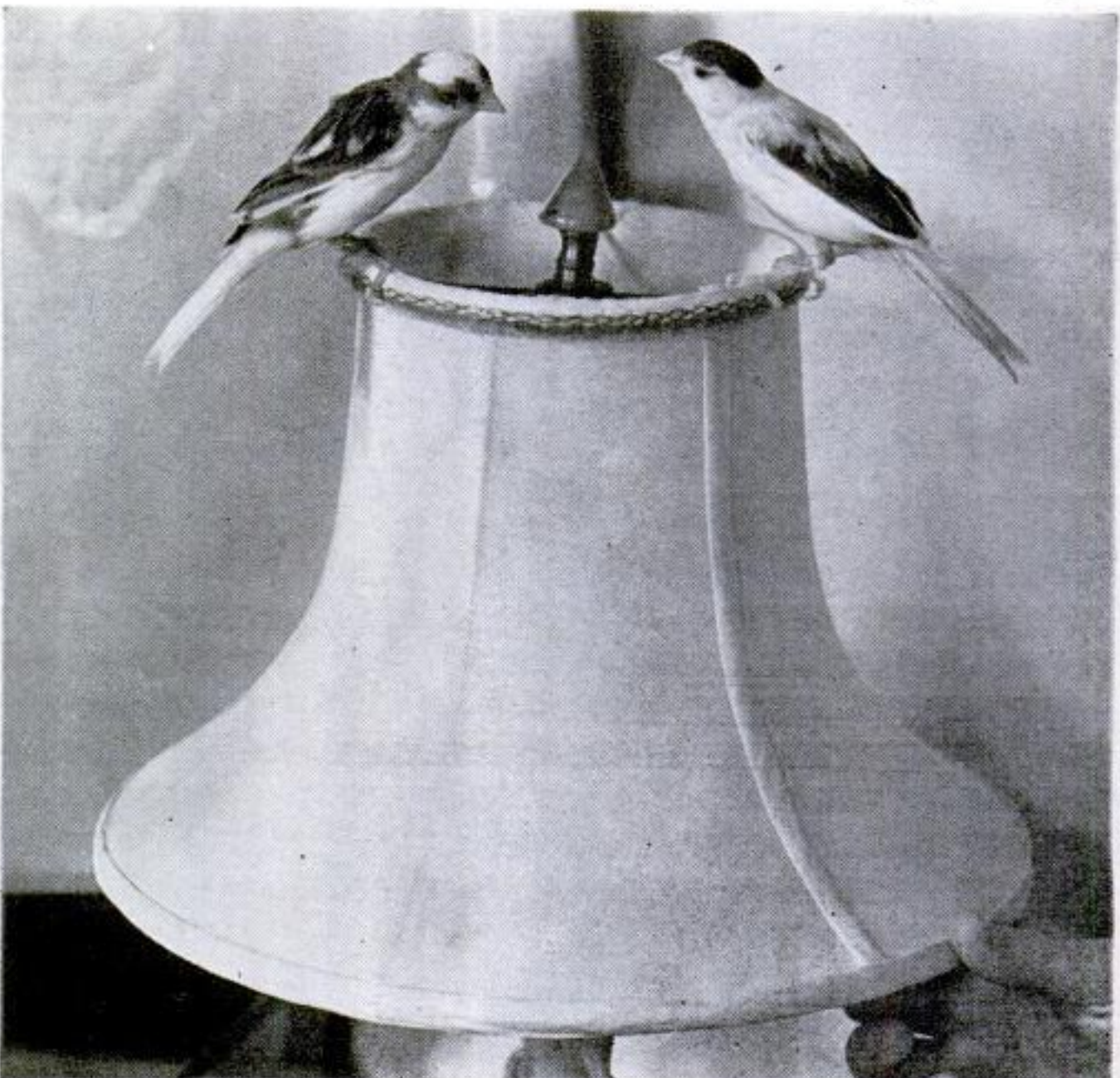
Dressed-up Canaries CONTINUED



WEDDING takes place in church painstakingly constructed by Mrs. Tuttle. Dickie is 4 years old and boisterous. Dollie is 2 and is much more retiring.



A MARRIED COUPLE, the pair settles down to domesticity. Mrs. Tuttle is writing a children's bedtime book on the adventures of her agreeable pets.



AT HOME with Mrs. Tuttle, the birds fly around freely. She decorated the house in pink and blue because she thinks that these are their favorite colors.

*For your delight I bring in haste
The whiskey with the sunny taste*



SMOOTH - AND MELLOW AS MORNING SUNSHINE

You'll find *more* than just rich, satisfying smoothness in Schenley Reserve. You'll find a *plus*...an *extra* measure of enjoyment in its famous Sunny Morning flavor. Try Schenley Reserve . . . America's most popular whiskey!



SCHENLEY
RESERVE

RARE BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. COPR. 1947, SCHENLEY DISTILLERS CORP., N. Y. C.



Everybody's Club... Admission 5¢

Your neighborhood fountain is as friendly a spot as you'll find. It's everybody's club. There, over sparkling Coca-Cola, you get together with old friends or meet new ones. There folks come to enjoy *the pause that refreshes* with ice-cold Coke—for good-fellowship and the

fountain are inseparable... and the admission is only 5¢.

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.



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